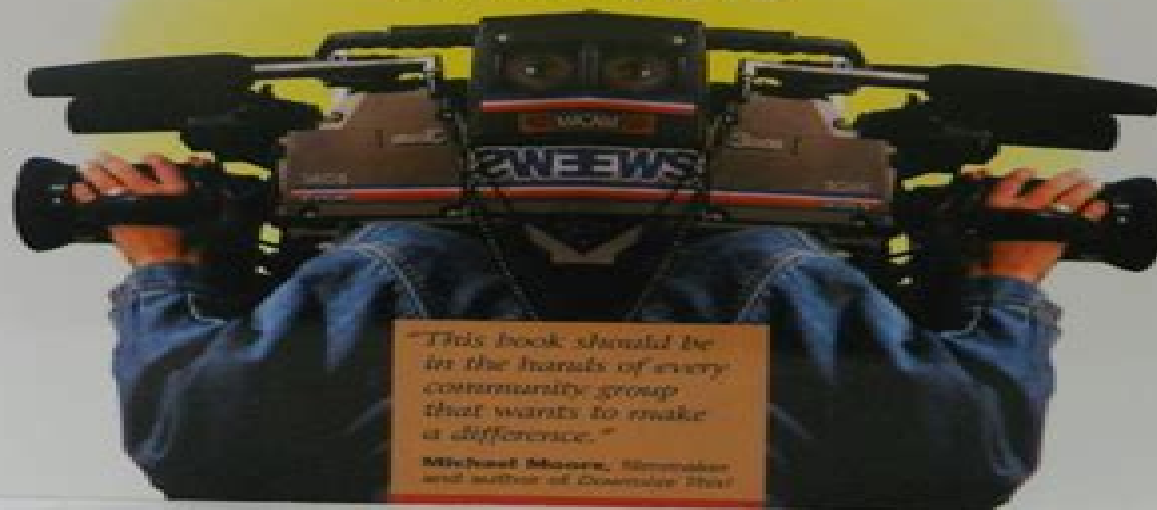


JASON SALZMAN

Making the News

A GUIDE FOR
NONPROFITS
& ACTIVISTS



*"This book should be
in the hands of every
community group
that wants to make
a difference."*

Michael Moore, filmmaker
and author of *Downsize This*

Making The News A Guide For Activists And Nonprofits

Linda Adler-Kassner



Making The News A Guide For Activists And Nonprofits:

Making The News Jason Salzman, 2003-07-10 At a time when more and more people are becoming activists this thoroughly revised and updated edition of *Making the News* explains how to generate news coverage of any important issue or nonprofit cause and to do so within a reasonable budget Based on interviews with professional journalists and media savvy activists this easy to use handbook describes how to stage media events write distinctive news releases contact reporters deliver soundbites and much more Now including the latest information about online media coverage including news Web sites viral e mail and more this new edition will also insure a media edge in the Internet age The handbook s expanded sections on aggressive tactics including extensive tips on how to create newsworthy visual imagery provides everything needed to transform standard media events into spectacles that reporters won t ignore **Making The News** Jason

Salzman, 1998-04-16 Written for activists nonprofit organizations or any concerned citizen who lacks the big bucks for advertising *Making the News* explains how to shine the media spotlight on any cause or important issue **The Anti 9 to 5 Guide** Michelle Goodman, 2010-01-08 Today lots of women would love to integrate their passion with their career and are seeking advice on how to do just that Michelle Goodman a self proclaimed wage slave has written a fun reassuring girlfriend to girlfriend guide on identifying your passion transitioning out of that unfulfilling job and doing it all in a smart practical way The Anti 9 to 5 Guide realizes that not every woman wants the corner office in fact some women don t want to be in an office at all Today s women are non traditionalists do it yourself sort of girls who want to travel the world take up knitting frolic in the land of freelancing but want to do it all without going broke The Anti 9 to 5 Guide provides readers with the resources you need to have it all and still have a place to sleep Michelle suggests great tips for easing into the life you want With an entire chapter devoted to pursuing your passion on the side The Anti 9 to 5 Guide encourages us to tweak our current career path or head down a new one and ultimately succeed *Resisting the News* Jennifer Rauch, 2020-12-29

Resisting the News brings together unique insights from activists and alternative media users to offer a distinctive perspective on the problems of journalism today and how to fix them Using critical cultural theory and in particular the conceptual frameworks of ritual communication and interpretive communities this book examines how audiences filter their interpretations of mainstream news through the prisms of their identities and experiences with alternative media and political protest Jennifer Rauch gives voice to alternative media audiences and illuminates the cultural resources values assumptions critical skills and discursive strategies through which they make sense of their news environments Drawing on a 15 year research project Rauch employs a variety of qualitative quantitative and quasi ethnographic methods including focus groups media use diaries close ended surveys and open ended questions to paint a layered portrait of liberal and conservative critiques of journalism Shedding new light on popular theories about how news works and about mass audiences this book will be useful to students scholars and teachers of political communication journalism studies media studies and critical cultural studies Strategic

Communications for Nonprofits Kathy Bonk, Emily Tynes, Henry Griggs, Phil Sparks, 2008-09-17 This is a new edition of Strategic Communications for Nonprofits which was first published in 1999 It is an up dated nuts and bolts guide to helping nonprofits design and implement successful communications strategies The book offers a unique combination of step by step guidance on effective media relations and assistance in constructing and developing an overall communications strategy aimed at creating social or policy change It first explains the basic principles of a strategic communications strategy that will define the target audiences you need to reach and tells how to develop the messages and messengers you use to reach them The book then goes on to address specific issues like earning good media coverage building partnerships to increase available resources handling a crisis and more This second edition builds on the earlier work and includes new case studies new trends in media and branding ethnic media issues and trends in technology *Alternative and Activist Media* Mitzi Waltz, 2005-10-11 This study of alternative and activist media provides an introduction to alternative media theories audiences and practices It brings diverse voices and concepts from outside the commercial media world to the fore enriching and challenging mass media Illustrated with historical and current examples from both a UK and international perspective it also includes carefully constructed exercises and discussion topics based on case studies and available texts Topics include the place of alternative media in a mass media world a history of alternative and activist media media participation and consumption by marginalised audiences the use of pirate and community radio video and television by community and minority groups fanzines and other small publishing ventures by individuals the use of alternative media for explorations in design the blurring of boundaries between alternative and mass media and new technology and its possibilities for alternative media A History of the American Nonprofit Sector Mordecai Lee, 2024-07-02 This book presents a history of the American nonprofit sector It covers the seminal 1819 Supreme Court decision that Dartmouth College was a private nonprofit corporation and therefore independent of government control The rise of the sector in the twentieth century is presented through exemplars of four different kinds of nonprofits efforts at professionalization and early initiatives in management training During the twenty first century external communication has become central for nonprofits including lobbying and public reporting In a more light hearted vein the image of American nonprofits in pop culture is analyzed through their depiction in movies The book s subject matter is at the intersection of multiple academic fields including nonprofit studies nonprofit management American history political science management history business administration public administration and organization theory It can be used as a textbook by advanced researchers and by academic libraries interested in the American nonprofit sector or in US history **The Routledge Companion to Alternative and Community Media** Chris Atton, 2015-05-15 The Routledge Companion to Alternative and Community Media provides an authoritative and comprehensive examination of the diverse forms practices and philosophies of alternative and community media across the world The volume offers a multiplicity of perspectives to examine the reasons why alternative and

community media arise how they develop in particular ways and in particular places and how they can enrich our understanding of the broader media landscape and its place in society The 50 chapters present a range of theoretical and methodological positions and arguments to demonstrate the dynamic challenging and innovative thinking around the subject locating media theory and practice within the broader concerns of democracy citizenship social exclusion race class and gender In addition to research from the UK the US Canada Europe and Australia the Companion also includes studies from Colombia Haiti India South Korea and Zimbabwe enabling international comparisons to be made and also allowing for the problematisation of traditional often Western approaches to media studies By considering media practices across a range of cultures and communities this collection is an ideal companion to the key issues and debates within alternative and community media

Communication, Education & Travel Pamela Fehl, 2010 Profiles 15 careers that allow workers to contribute to jobs that conserve energy and protect the environment

The Routledge Companion to Narrative Theory Paul Dawson, Maria Mäkelä, 2022-07-18 The Routledge Companion to Narrative Theory brings together top scholars in the field to explore the significance of narrative to pressing social cultural and theoretical issues How does narrative both inform and limit the way we think today From conspiracy theories and social media movements to racial politics and climate change future scenarios the reach is broad This volume is distinctive for addressing the complicated relations between the interdisciplinary narrative turn in the academy and the contemporary boom of instrumental storytelling in the public sphere The scholars collected here explore new theories of causality experientiality and fictionality challenge normative modes of storytelling and offer polemical accounts of narrative fiction nonfiction and video games Drawing upon the latest research in areas from cognitive sciences to complexity theory the volume provides an accessible entry point for those new to the myriad applications of narrative theory and a point of departure for new scholarship

Soundbitten Sarah Sobieraj, 2011 There is an elaborate and often invisible carnival that emerges alongside presidential campaigns as innumerable activist groups attempt to press their issues into mainstream political discourse Sarah Sobieraj's fascinating ethnographic portrait of fifty diverse organizations over the course of two campaign cycles reveals that while most activist groups equate political success with media success and channel their energies accordingly their efforts fail to generate news coverage and come with deleterious consequences Sobieraj shows that activists impact on public political debates is minimal and carefully unravels the ways in which their all consuming media work and unrelenting public relations approach undermine their ability to communicate with pedestrians comes at the expense of other political activities and perhaps most perniciously damages the groups themselves Weaving together fieldwork news analysis and in depth interviews with activists and journalists Soundbitten illuminates the relationship between news and activist organizations This captivating portrait of activism in the United States lays bare the challenges faced by outsiders struggling to be heard in a mass media dominated public sphere that proves exclusionary and shows that media centrism is not only ineffective but also damaging to group life Soundbitten

reveals why media centered activism so often fails what activist groups lose in the process and why we should all be concerned

News Media Relations for Law Enforcement Leaders (2nd Ed.) Gerald W. Garner, 2018-09-19 To one extent or another dealing with the news media is a fact of life for every American law enforcement leader However news organizations although a pain at times can aid law enforcement in a number of ways This text avoids theory and the intangible and concentrates on the practicalities by exploring past troubled times and focuses on what cops and reporters have to offer each other The news is defined and broken down into some of its technical component parts The secrets for establishing a mutually beneficial relationship with reporters are revealed including the absolute necessity for credibility on the part of the law enforcement leader Common sense policies and procedures concerning relations with the news media and the importance of an effective Public Information Officer PIO is explored The following topics are featured newspaper journalism the all seeing eye called television a look at what radio has to offer Internet news and what the Net can provide the police officer in twenty first century America The law enforcement officer will learn how to give an effective interview produce news releases that will be used by the media the art of leading a successful news conference and the dirty tricks used by the occasional unscrupulous journalist Solid advice for overcoming this media misbehavior is given which will prepare the leader for dealing with the media challenges found at the scene of a major crime disaster or other high profile incident Instructions for the responses required to recover from an episode of bad news is included aiding the leader in how to inform the public of all good news that the agency generates Each chapter concludes with a summary of vital points to remember and a glossary of terms appears at the end of the text A new chapter has been added on the topic of fake news Law enforcement leaders need to understand what this phenomenon is and how to protect themselves from its negative effects This how to do it book is a troubleshooting guide that will enable the law enforcement leader to undertake any challenging media situation that is encountered

Strategy in Information and Influence Campaigns Jarol B. Manheim, 2011-01-24 Information and influence campaigns are a particularly cogent example of the broader phenomenon we now term strategic political communication If we think of political communication as encompassing the creation distribution control use processing and effects of information as a political resource then we can characterize strategic political communication as the purposeful management of such information to achieve a stated objective based on the science of individual organizational and governmental decision making IICs are more or less centralized highly structured systematic and carefully managed efforts to do just that Strategy in Information and Influence Campaigns sets out in comprehensive detail the underlying assumptions unifying strategy and panoply of tactics of the IIC both from the perspective of the protagonist who initiates the action and from that of the target who must defend against it Jarol Manheim s forward looking broad and systematic analysis is a must have resource for scholars and students of political and strategic communication as well as practitioners in both the public and private sectors

The Activist WPA Linda Adler-Kassner, 2008-04-10 One

wonders if there is any academic field that doesn't suffer from the way it is portrayed by the media by politicians by pundits and other publics How well scholars in a discipline articulate their own definition can influence not only issues of image but the very success of the discipline in serving students and its other constituencies The Activist WPA is an effort to address this range of issues for the field of English composition in the age of the Spellings Commission and the No Child Left Behind Act Drawing on recent developments in framing theory and the resurgent traditions of progressive organizers Linda Adler Kassner calls upon composition teachers and administrators to develop strategic programs of collective action that do justice to composition's best principles Adler Kassner argues that the story of college composition can be changed only when writing scholars bring the wonders down to articulate a theory framework that is pragmatic and intelligible to those outside the field and then create messages that reference that framework In The Activist WPA she makes a case for developing a more integrated vision of outreach English education and writing program administration *Educating for Action* Jason Del Gandio, Anthony Nocella II, 2014-09-09 An inspiring instructional handbook for transforming idealism into social change

Policy Practice for Social Workers Linda Cummins, Katharine V Byers, Laura Pedrick, 2023-07-18 The second edition of *Policy Practice for Social Workers* expands the concept of policy practice in social work settings and illustrates how significant policy change may be achieved at a local community state and national level Guided by an ethic of care approach this textbook is intended to raise readers awareness about policy practice and its fundamental relationship with the aims of the social work profession offers a foundation for key skill development and contextualizes the work of policy practitioners in the larger political economic settings in which they work This textbook is divided into two parts First readers will expand their understanding of policy practice its beginnings and development over the course of social welfare history and the political economic and social drivers that affect policy decisions and undergird the U S political system Readers will also learn about the ethic of care framework and the value based lens it contributes to the policymaking process Later in the book's second part readers will explore the essential skills and values in policy work Detailed coverage and vivid examples offer valuable insight into specific advocacy skills including lobbying community organizing mobilizing advocacy publics coalition building campaigning problem analysis policy analysis and policy evaluation Within its comprehensive overview of policy practice and advocacy the new edition of this text extols a value laden perspective to identify and assess unmet needs and promote a more socially just environment for all Combining these dual aims *Policy Practice for Social Workers* is an excellent cornerstone of policy and policy work for undergraduate and graduate students in social work **Rhetoric for Radicals**

Jason Del Gandio, 2008-11-01 *Rhetoric for Radicals* is intended for college aged activists and organizers and for the most part it's written in a relaxed approachable style It does get a bit cerebral and academic in places in demonstrating how the book builds on the previous literature but this material is kept to a minimum On the whole *Rhetoric for Radicals* is an invaluable comprehensive how to book that will greatly benefit beginning and seasoned rhetors alike *Rhetoric for Radicals* concludes on

a hopeful note with the wish that its activist readership will internalize the book's rhetorical tools and tactics and will be that much better equipped to become the rhetors of the past who created the future And indeed there can be but little doubt that this thorough well organized accessible and even personal little handbook is the best instrument imaginable for fulfilling this purpose Frank Kaminski *Energy Bulletin* net Radicals have important messages to deliver but they are often so caught up in the passion of their causes that they lose sight of effective communication which is their most powerful tool The ability to speak with clarity and intelligence without underestimating the challenge of breaking new ground and winning new converts is crucial Activists often suffer from a credibility gap because of their lack of a coherent message and strategic delivery Rhetoric for Radicals addresses and helps solve these problems It provides the tools to develop the all important communication skills necessary to be effectively heard If you accept that communication creates the social world then you will agree that changing the way we communicate can change the world Rhetoric for Radicals provides practical guidelines for public speaking writing conversation persuasion political correctness propaganda analysis street theatrics and new languages Chapters include Streets Rhetoric and Revolution A Call for Rhetorical Action Skills for the Multitude The Power of Language Body Rhetoric Twenty First Century Radical Rhetoric Geared to college aged radical activists and organizers this book will also appeal to activists of any age who want to sharpen their message Jason Del Gandio is a lecturer at Temple University in Philadelphia He is a post Seattle activist who has worked on globalization and free fair trade issues anti war campaigns and Latin American solidarity

A New Approach to Journalism Alexandra Kitty, 2020-07-09 This groundbreaking textbook finally provides a new approach to journalism With the Internet and the collapse of traditional journalism created in a pre social media era this book presents an alternative through both an empirical and experimental approach This exciting new model allows a bold new method of connecting with the world where diversity and multiple perspectives are now the norm This book shows students a bright new path one that is narrative free and presents verified facts in a simple interconnected way We can see how the world interconnects shifts changes evolves and diverges over time The focus here is not on labels roles or stories rather the book provides facts that are both refined and empirically tested It is a form of applied psychology that brings the laboratory to the real world With unique experiments and exercises the reader will see reality and truth in a whole new light where new worlds are waiting to be explored

The Handbook of Communication and Corporate Reputation Craig E. Carroll, 2015-06-22 With the latest insights from the world of communication studies into the nature of corporate reputation this new addition to Wiley Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses ethical profiles and tracks the benefits that positive public attitudes can bring Serves as the definitive research collection for a fast growing field featuring contributions by key international scholars Brings together state of the art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

Citizen-Soldier Handbook: 101

Ways Every American Can Fight Terrorism Michael Mandaville, 2009-02 Citizen Soldier Handbook 101 Ways for Every American to Fight Terrorism is a How To Guide for Americans to fight the greatest threat to Western Civilization Radical Islam Terrorists declared every man woman and child to be a target We have no choice but to become Citizen Soldiers The Handbook s Five sections Morale Intelligence Physical Training Mental Training and Action encourage Americans of all backgrounds ages and skills to do their part against Radical Islam The Citizen Soldier Handbook is a Call to Arms in the spirit of Citizen Soldiers at Lexington and Concord firing the Shot Heard Round the World brighten the glow of Freedom from the Torch of Liberty Citizen Soldier Handbook puts this power into the citizen s hands with knowledge about the threat of Radical Islam how to empower yourself and how to use media to stop the threat of Radical Islam in the age of Information Warfare This book will inspire you John Ziegler Radio Show Host Author The Death of Free Speech We are engaged in a great war of Ideas Freedom versus Tryanny Democracy versus Islamic Totalitarianism The weapon of is Information As a writer I understand the power of Ideas Information and Humor The Citizen Soldier Handbook will help and inspire you your friends family coworkers fellow Americans to get the word out in dozens of ways Burt Prelutsky Former WGA President Author Conservatives Are from Mars Liberals Are from San Francisco 101 Reasons I m Happy I Left the Left The Citizen Soldier Handbook is an invaluable resource at once an exhaustively researched compendium of strategies and a stirring reaffirmation of the meaning of citizenship it is a clarion call to action in a time when too many have been lulled into a false sense of complacency Harry Stein Author of How I Accidentally Joined the Vast Right Wing Conspiracy and Found Inner Peace and is a Contributing Editor to City Journal this is more than a handbook It is a call to action In this age of information and internet warfare everyone can be a Citizen Soldier and everyone can join the fight The Citizen Soldier Handbook will show you the way Brandon L Millett Chairman and Co Founder The GI Film Festival Washington D C The Citizen Soldier Handbook s Five Sections has 101 Actions even more if you include subheadings urging Americans to take action in their Lives Communities and the World to fight Radical Islam Morale Believe in the Greatness of America and Fight For Her Intelligence Learn about Radical Islam its Roots Adherents Beliefs and Dangers Physical Training As Physical Beings We Must Be in Shape to Take Action Mental Training Steel Yourself for the Mission Ahead Take Action Take Action With Suggestions Ideas Techniques Methods and Resources Organizations and More This Book is a Match to Light The Torch of Freedom that You America s Citizen Soldier Must Hold High to Stop the Encroaching Darkness The Fight Is Yours

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