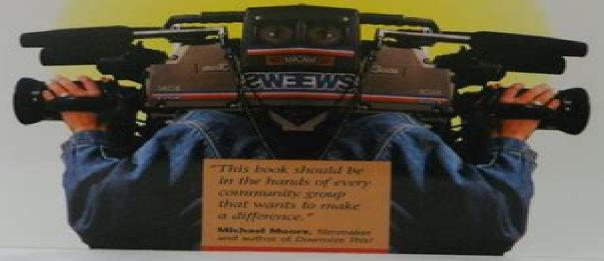
JASON SALZMAN

# Making News

A GUIDE FOR NONPROFITS & ACTIVISTS



# **Making The News A Guide For Nonprofits And Activists**

**Rosina Ehmann** 

#### Making The News A Guide For Nonprofits And Activists:

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 **Making The News** Jason Salzman, 2003-07-10 At a time when more and more people are becoming activists this issue 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 In the News William Wrav Carney, 2002-02 This book introduces the concepts surrounding media relations and explains current media and communications practices from both theoretical and practical perspectives Midwest In the News, 2nd edition William Wray Carney, 2012-07-02 Are you or your organization going to be in the news Do you want to be in the media spotlight and do you know how to deal with it In the News provides an introduction to media relations in Canada from a practical and philosophical approach Grounded in the latest research on how to work with media it explains current media practices and demonstrates how to take a proactive planned approach to dealing with media First published in 2002 to wide acclaim from media and academia alike the second edition is revised and updated containing two new chapters that outline emerging trends in media relations as well as connecting larger issues in media to its role in modern society 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 In the News, 3rd edition William Wray Carney, Colin Babiuk, Mark Hunter LaVigne, 2019-03-01 Now in

its third edition In the News is the standard Canadian textbook on media relations used across the country The authors provide an introduction to media relations grounded in both communications theory and hands on day to day experience Whether you need to promote your issues to the nation or reach small targeted groups this book is your step by step guide In the News is perfect for communications students media relations practitioners in the private public and voluntary sectors and anyone who wants to break a story News for a Change, 1999-06-18 If you think it s time for a change then News for a Change is the book for you BOOK JACKET Zen and the Art of Making a Living Laurence G. Boldt, 1999-05-01 The most innovative unconventional and profoundly practical career guide available newly revised and updated With today s economic uncertainties millions of Americans realize they must seize control over their own career paths They want work that not only pays the bills but also allows them to pursue their real passions In this revised edition Laurence Boldt updates and revises his revolutionary guide to meet the challenges of the twenty first century workplace. The first part of this book helps readers to identify the work that they really want to do while the second provides practical active steps to finding or creating that work Zen and the Art of Making a Living goes beyond inspiration providing a proven formula for bringing creativity dignity and meaning to every aspect of the work experience **Powerful Public Relations** Rashelle S. Karp, 2002 Make your library the place to be The library is still the best place to go for traditional information and for everything from Internet access database reference video and CD check out to engaging exhibits entertaining events and more The challenge is getting your customers and community to believe that their library has more to offer today than it ever did It s up to you to communicate that the home or work computer can t come close to delivering the unique services your library provides And you can do this with Powerful Public Relations Whether you have a lot of time to devote to a PR program or just a few hours here and there communicating your library s many benefits is paramount to the satisfaction and number of customers you have each day Here are just a few of the ways that savvy PR can work to sell your library s image You ll learn how to Produce eye catching brochures using desktop technology Create a Web based PR strategy and plan Develop multimedia promotional programs that can be set up in the library Plan special events and exhibits that will generate publicity and attendance With sample screen captures press releases public service announce 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 **Social Movements** Dieter Rucht, 2023-05-11 In Social Movements A Theoretical Approach Dieter Rucht offers a succeed theoretically and historically informed approach to social movements as a phenomenon of modern societies He links the analysis of social movements to general theories of society and processes of social change and combines three basic perspectives interactionist constructivist and process oriented ICP approach Drawing mainly on ideas from J rgen Habermas Pierre Bourdieu and Anthony Giddens Rucht recommends several revisions and highlights the important role of the public sphere as the central stage for social movements He argues that it is a realm in its own right and the major domain in which social movements make themselves seen and heard garner support and possibly succeed in changing basic societal structures This comprehensive treatise analyzes the external and internal activities of social movements the role of different kinds of opportunities and restrictions collective identities and framing organizing networking and strategizing It lucidly examines the complexity of social movements that have a status as both actors and systems and whose logic cannot be reduced to either strategic or communicative action Policy Practice for Social Workers Linda Cummins, Katharine V Bvers, 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 Public Relations Worktext Joseph M. Zappala, Ann R. Carden, 2004-04-06 Public Relations students in social work Worktext is a writing and planning resource for public relations students and practitioners 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

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 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 tht this thorough well organized accessible and even personal little handbook is the best instrument imaginable for fulfilling this purpose Frank Kaminski EnergyBulletin 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 Media/Society David Croteau, William Hoynes, 2003 The Third Edition of this popular text provides students with an overview of the entire media process with an emphasis on how social forces influence the media and how media potentially affect society Mass Media James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes A Dictionary of Nonprofit Terms and Concepts David Horton Smith, Robert A. Stebbins, Michael A. Dover, 2006-11-08 This reference work defines more than 1 200 terms and concepts that have been found useful in past research and theory on the nonprofit sector The entries reflect the importance of associations citizen participation philanthropy voluntary action nonprofit management volunteer administration leisure and political activities of nonprofits They also reflect a concern for the wider range of useful general concepts in theory and research that bear on the nonprofit sector and its manifestations in the United States and elsewhere This dictionary supplies some of the necessary foundational work on the road toward a general theory of the nonprofit sector **Political and Civic Leadership** Richard A. Couto, 2010-09-14 This work within The SAGE Reference Series on Leadership provides undergraduate students with an authoritative reference resource on political and civic leadership This 2 volume set focuses on the 100 most important topics issues question and debates specific to politics and civic society Entries provide students with more detailed information and depth of discussion than typically found in an encyclopedia entry while avoiding much of the jargon detail and density one might find in a journal article or a research handbook chapter Key Features Includes entries written by a global panel of renowned experts Offers broad coverage of important of the moment topics related to political and civic leadership including explorations of the personalities and environments of political leaders leadership roles in governance and allegiance citizen activists and civic engagement political campaigning urban politics and leadership public management ethics in politics policy development and implementation executive management of public opinion political speechmaking and the bully pulpit congressional leadership crisis management and more Considers the history of political and civic leadership with examples from the lives of pivotal figures as well as the institutional settings and processes that lead to both opportunities and constraints unique to the political realm Provides students with more depth than usual encyclopedic entries while avoiding the jargon detail and density of more advanced works Features an approachable and clear writing style with appeal to undergraduate researchers and offers a list of further readings after each entry as well as a detailed



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