

"This book should be in the hands of every community group that wants to make a difference." —MICHAEL MOORE, writer, producer, director, *Bowling for Columbine* and author of *Stupid White Men*

# MAKING THE NEWS

A Guide for Activists and Nonprofits



REVISED & UPDATED

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# Making The News: A Guide For Activists An Nonprofits

Jason Salzman

At a time whilst a growing number of individuals are changing into activists, this completely Making The News: A Guide For Activists An Nonprofits revised and up-to-date version of constructing the scoop explains how one can generate information assurance of any very important factor or nonprofit reason – and to take action inside an affordable budget. In keeping with interviews with expert reporters and media-savvy activists, this easy-to-use instruction manual describes how you can level media events, write specific information releases, touch reporters, bring soundbites, and lots more and plenty more. Now together with the most recent information regarding on-line media insurance – together with information internet sites, viral e-mail, and extra – this new version also will insure a media side within the web age. The handbook's improved sections on competitive tactics, together with Making The News: A Guide For Activists An Nonprofits vast tips to create newsworthy visible imagery, offers every thing had to rework common media occasions into spectacles that newshounds will not ignore.

I seek advice from this publication a lot. It has good, no-nonsense directions for writing a letter to the editor or an op-ed, and a good looking reliable walk-through of the click unencumber process. For this last, especially, you want to have a minimum of a simple figuring out of the care and feeding of journalists, and also you get the primer here. No pretenses both that exposure isn't freaking not Making The News: A Guide For Activists An Nonprofits easy work, irrespective of how a lot your heart's in it.

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