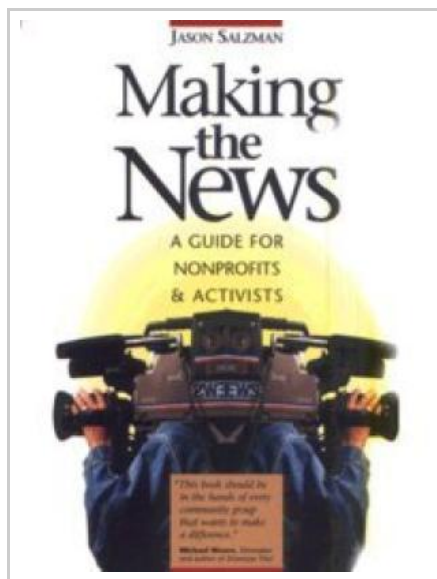




Making the News

By Jason Salzman

Viva Books Private Limited, 2004. Paperback. Book Condition: New. First edition. ?Salzman gives you the nitty-gritty, the nuts and bolts, to compete in the not-so-free marketplace of ideas.? MATTHEW ROTHSCHILD Editor, The Progressive ?Marvelous. A great handbook for activists.? JEFF COHEN Executive Director, Fairness and Accuracy in Reporting ?A truly essential guide to making the most of organizing through the media. Every organization should have this in its tool kit.? HARVEY WASSERMAN Senior Adviser, Greenpeace ? Instructive and inspiring. Scoop Nisker?s injunction, `If you don?t like the news, go out and make your own,? has always been my mantra. Now it can be your?s as well.? DANNY SCHECHTER Author, The More You Watch, the Less You Know ?Salman has written the most comprehensive media guide that I?ve ever seen. We use it, and if you do, I guarantee you will get results.? MIKE ROSELLE Director, Ruckus Society: Cofounder, Earth First! Contents: Acknowledgements ? Introduction: Let the world know ? PART 1 HOW TO STAGE A MEDIA EVENT: 1 Develop a simple message 2 Decide if a media event is right for you 3 Determine what?s newsworthy 4 Create newsworthy visual imagery, symbols, and stunts 5 Chose a time to maximize coverage 6...



READ ONLINE
[1 MB]

Reviews

This book may be worth buying. I have read and i am confident that i am going to planning to go through once more once again in the future. Its been written in an exceptionally easy way and it is simply soon after i finished reading this publication in which actually altered me, modify the way i believe.

-- **Faye Shanahan**

Very beneficial to all of category of folks. We have read through and i am sure that i will going to read once again once again in the future. Your daily life span will probably be change when you full reading this pdf.

-- **Amelia Roob DDS**