



DOWNLOAD



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

[2.99 MB]

Reviews

The ideal ebook i possibly study. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Ava Witting

The ideal ebook i possibly study. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Ava Witting