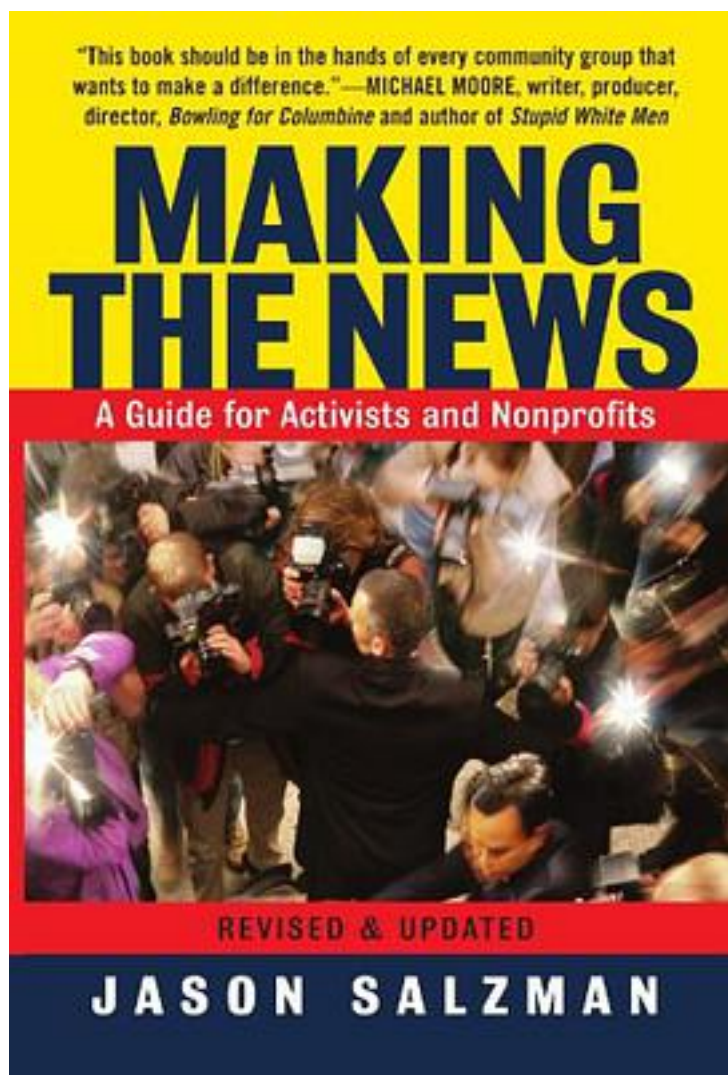


Making the News



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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.

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