

A media handbook for creating social change

New York: CRLP, 2000. 42 p.

Organizations:

Center for Reproductive Law and Policy, CRLP

Description:

The handbook focuses on how you can work with media to draw attention to any issues aiming at social change. It outlines many techniques that you can use to reach your audiences and to build an effective media campaign: creating a media plan, developing links to the media, responding to reporter's questions, and being aware of the pitfalls.

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