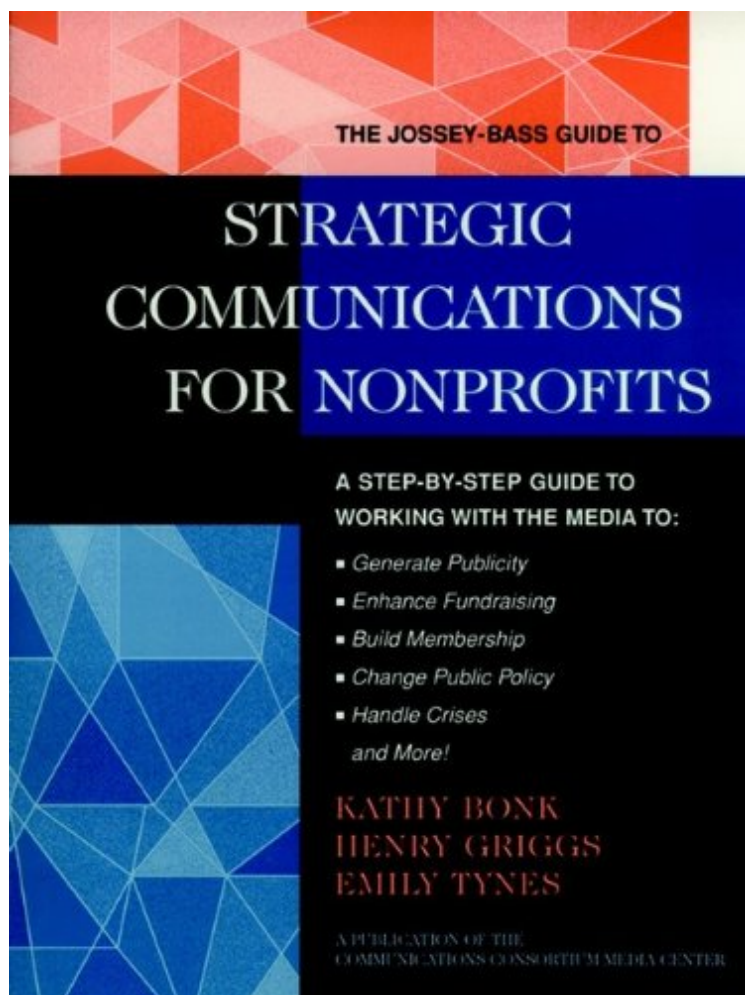


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## The Jossey-Bass Guide to Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media to Generate Publicity, Enhance Fundraising, ... Nonprofit and Public Management Series)

*Kathy Bonk, Henry Griggs, Emily Tynes*  
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**Kathy Bonk, Henry Griggs, Emily Tynes : The Jossey-Bass Guide to Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media to Generate Publicity, Enhance Fundraising, ... Nonprofit and Public Management Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Jossey-Bass Guide to Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media to Generate Publicity, Enhance Fundraising, ... Nonprofit and Public Management Series):

3 of 3 people found the following review helpful. Good persuasion tool for managersBy riverladyThis is not the best media skills book on the market, especially if you are working with volunteer or advocacy groups who need things broken down more simply and visually. However, it covers the basics and works well as an academic "bible" if you need to convince peers or management to adopt new tactics. Every PR pro can whine for hours about clients and bosses who don't want to grasp the importance of identifying goals and target audiences before jumping into the tactics. (Too many people think seeing a news clip or their name in the paper is success, even if it doesn't really help advance their cause.) This book gives a good overview for managers seeking an understanding of strategy and is a "valid" source when pros are making the case to be more strategic when developing a media plan so that organizations can win.3 of 3 people found the following review helpful. Excellent book for beginners in non-profit PRBy AlanaI use this book to teach a beginning workshop in public relations for non-profit organizations as part of a continuing education program at a local community college. The book is an excellent resource for individuals who are not familiar with public relations. It takes the reader through all of the things that he or she will need to do to effectively promote his or her organization.11 of 11 people found the following review helpful. Quite Useful for StudentsBy A CustomerThe Jossey-Bass Guide to Strategic Communications for Nonprofits is a detailed examination of the relationship between nonprofits and the media. As the title says, it provides a step-by-step guide for nonprofits to establish effective relations with the media that result in publicity. My professor recommended this book to me, and I'm finding it quite useful. It has a similar approach to Guerrilla PR: Wired by Michael Levine; both are about maximizing your return on investment.I especially enjoyed this book because I'm thinking about working for a nonprofit after graduation, and I haven't seen anywhere near as much about public relations and publicity for nonprofits as I've seen for corporations.

A Publication of the Communications Consortium Media Center This nuts-and-bolts workbook is a tool kit for organizations that want to create successful communications strategies. No matter their size or planning experience, nonprofits can use this guide to enhance their profiles in the media, increase name recognition, boost fundraising, recruit membership, and advance changes in public policy. With a clear mission and the right communications skills, even small volunteer organizations can succeed in designing, planning, and implementing strategic public interest campaigns. The authors draw from more than fifty years of combined experience in communications and media relations to provide step-by-step guidance on all aspects of campaign development, including detailed checklists, illustrative charts, and sample forms. They show nonprofits as well as public agencies how to: ? Construct a solid strategic communications plan ? Research media trends and case studies ? Track public education and awareness ? Select the most appropriate type of media for each campaign ? Utilize new media and technology for increased publicity ? Develop top-quality written materials and engaging releases ? Handle media crises quickly and competently ? Organize staffing and funding resources efficiently

"Foundations, their grantees, and nonprofits will find in this book essential advice from seasoned professionals with years of experience in working with the nonprofit community." (Karen Lake, director of marketing and communications, W. K. Kellogg Foundation) "Nothing could be more important to nonprofit organizations than clear guidance on how to get their messages out to the public. This book collects the best techniques and useful tools in a practical guide for those of us who are organizing, educating, and training social change agents." (Patricia A. Waak, director, Population Habitat Campaign, National Audubon Society) "To have an impact in today's world, you need to master the strategies, skills, and techniques of communications. This book will help you become more effective and more confident in your dealings with the news media--whether you're taking on your first communications campaign or your fiftieth." (Frank Sharry, executive director, National Immigration Forum)About the AuthorKATHY BONK, Henry Griggs, and Emily Tynes are cofounders of the Communications Consortium Media Center in Washington, D.C., a nonprofit organization that creates communications strategies for policy change. Kathy Bonk, CCMC's executive director, has extensive experience in working with foundations and government agencies on policy issues. HENRY GRIGGS is a writer and communications consultant who has organized hundreds of media events in cities nationwide. EMILY TYNES, CCMC's vice president, has managed media campaigns and conducted workshops in the United States and overseas.