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Titolo	Let's get positive [[electronic resource]] : challenging negative images of young people in care
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ISBN	1-280-48827-1 9786613583505 1-907969-67-5
Descrizione fisica	1 online resource (68 p.)
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Nota di contenuto	Cover; Contents; Foreword; Acknowledgements; Introduction; Editor's notes; How to develop your media campaign; Identify your aims; Case study: Sunderland City Council aims high!; Choose your target markets; Case study: Targeting young people; Develop key campaign messages; Make a plan; Build a team; Putting your plan into action; Know what makes a good story; Write a media release; Tips for media releases; Sample media release; Some ideas for a media release; Make your own opportunities; Case study: Using available opportunities; Case study: Enlisting celebrity support Involving young people in media work Guidelines for involving young people in media work; Get ahead with information gathering; Case study: Involving young media representatives; Give young people the right information; Measure your success; Campaign checklist; Understanding the media; Where can you get your messages heard?; Understanding journalists; Get to know your local media; Understanding media jargon; Working with the media; Choose the right spokesperson; What makes a good spokesperson?; Prepare your spokesperson; Get the most out of interviews; Broadcast interviews Letters to the editor How to handle a crisis; Key principles for handling

a crisis effectively; Case study: Dealing effectively with tragedy; What to do when the media gets it wrong; Appendix: Care information kit for journalists; Introduction; Peterbridge City Council media contacts; A local story about a young person in care; Statistics; What is care really like?; Involving a young person in care in the media; Resource guide

Sommario/riassunto

Ebook which helps to develop a media campaign which challenges negative images of young people in care and promotes positive stories
