

1. Record Nr.	UNIORUON00218885
Autore	RIBEYRO, Julio Ramón
Titolo	Cuentos completos / Julio Ramon Ribeyro
Pubbl/distr/stampa	Madrid, : Grupo Santillana de Ediciones, 1998
ISBN	84-204-8142-4
Descrizione fisica	749 p. ; 24 cm
Disciplina	Pe863
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910915787203321
Autore	Lee Nancy
Titolo	Reducing Gun Deaths and Injuries : A Social Marketing Approach
Pubbl/distr/stampa	Ethics Press, 2023 Bradford : , : Ethics International Press Limited, , 2023 ©2023
ISBN	1-80441-095-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (267 pages)
Disciplina	363.33
Soggetti	Gun control Social marketing United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Foreword -- Prologue -- About the author -- 1. The facts - To inform and inspire -- 2. A social marketing approach - Behavior change for good -- 3. Gun owners - Storing guns safely to reduce youth/children

gun suicides -- 4. Friends - Reaching out to someone who seems suicidal -- 5. Medical providers - Helping to reduce youth gun suicides -- 6. Upstanders - "Say something" to report warning signs a school shooting -- 7. School threat assessment teams - Identifying & intervening with potential shooters -- 8. Heroic bystanders - Becoming first responders -- 9. Public event attendees - Having an exit plan -- 10. Communities - Reducing youth handgun carrying -- 11. Gang members - participating in group meetings -- 12. Neighbors - Greening abandoned vacant lots -- 13. Communities - Enhancing street lighting -- 14. Street outreach workers - Mediating conflicts & preventing retaliatory violence -- 15. Citizens - Advocating for change -- 16. Potential victims of domestic violence homicides - Getting help from mobile apps -- 17. Citizens who see something suspicious - Say something -- 18. Social media groups - Mitigating potential gun violence -- 19. Local governmental agencies - Distributing free gun locking devices -- 20. Governmental agencies - Offering monetary incentives for safe firearm storage -- 21. News reporters & journalists - Increasing public concern & inspiring action -- 22. Employers - Providing workplace safety programs -- 23. Highlights of case examples in this book - Facts, audiences, behaviors, interventions, application theories & principles.

Sommario/riassunto

This book by Nancy R. Lee addresses the critical issue of gun violence in America through the lens of social marketing. It outlines a comprehensive strategy for reducing gun deaths and injuries by influencing behavior change across various segments of society. The book is structured into chapters focusing on different groups such as gun owners, medical providers, and communities, offering practical interventions and case studies. The author's goal is to inspire and inform readers about effective methods to mitigate gun violence using data-driven and community-based approaches. The intended audience includes policymakers, community leaders, social marketers, and individuals concerned with public safety.

3. Record Nr.	UNINA9911006887003321
Autore	Haddow George D
Titolo	Disaster communications in a changing media world / / by George D. Haddow and Kim S. Haddow
Pubbl/distr/stampa	Burlington, MA, : Butterworth-Heinemann, c2009
ISBN	1-281-92890-9 1-282-16799-5 9786611928902 9786612167997 0-08-087784-2
Descrizione fisica	1 online resource (241 p.)
Collana	The Butterworth-Heinemann homeland security series
Altri autori (Persone)	HaddowKim
Disciplina	363.34 363.34/6
Soggetti	Emergency management Disasters - Press coverage - Planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Disaster Communications in a Changing Media World; Dedication Page; Table of Contents; Acknowledgement; Introduction; Chapter 1: Communications: The Critical Function; Mission; Leadership Commitment; Inclusion of Communications in Planning and Operations; Situational Awareness; Communicating in the Era of Homeland Security; Conclusion; Chapter 2: Disaster Communications in a Changing Media World; Introduction; Disaster Response and Recovery; ``Burmese Blog the Cyclone -BBC News Headline; In China, New Media Helps Speed Recovery; The Evolution of New Media Use in Disasters Chapter 3: Principles of a Successful Communications StrategyFocus on the Needs of Your Customers; Make a Commitment to Effective Communications; Be an Active Participant in Communications; Make Communications an Integral Part of All Planning and Operations; Bring Communications Professionals to the Table; Don't Talk About What You Don't Know; Don't Make Promises You Can't Keep; Be Informed; Acknowledge the Conversation; Invest in Information Management; Use Only Confirmed Information; Make Special Updates When New

Information Emerges; Reach Out to As Many Media Outlets As Possible
Work with Elected and Appointed OfficialsSupport Your Public
Information Officer; Make Technical Staff Available to Media; Include
Officials from Other Emergency Agencies; Secure Media Training for
Yourself and Staff; Give Your Organization a Human Face; Assure
Audience Who is in Charge; Be the Source of Information for Media and
Public; Share Information; Speak in Plain and Direct Language; Ensure
that All Parties are Served; Maintain a Trained Media Relations Staff;
Chapter 4: Application of Communications Principles to All Four Phases
of Emergency Management

Preparedness Programs and ActionsRecovery; Conclusion; Chapter 5:
Disaster Communications Audiences; The Public; Elected Officials and
Community Leaders; Partners and Stakeholders; The Media; Chapter 6:
Building New Disaster Communications Capabilities; Introduction;
Citizen Journalists and the Traditional Media; Calls for Contribution;
Formal Partnerships; Chapter 7: Working with the News Media;
Introduction; News Operations; The Never-Ending News Cycle: It's
Never Too Late for News; Respect What's Being Generated Online by the
Public: The Media Does

News Rooms Decide What's News Several Times a DayThe Scoop on TV
News Operations; How Do I Match My Story to Media Outlet?; Chapter 8:
Building an Effective Disaster Communications Capability in a Changing
Media World; Introduction; A Communication Plan; Information Going
Out; Messengers; Conclusion; Resources; Innovations; VA Emergency
Officials Launch YouTube Channel; State Posts Clips About
Preparedness On YouTube; Guard Has New Cellular System; State
Unveils 211 Phone Number for Storm Calls; Alabama Tests Blimp for
Disaster Communication Use

More Weather Radios for Sale in Wisconsin (Capital Times, 5/14)

Sommario/riassunto

Communications is key to the success of disaster mitigation,
preparedness, response and recovery. Accurate information
disseminated to the general public, to elected officials and community
leaders, and to the media reduces risk, saves lives and property, and
speeds recovery. The ability to communicate is no longer an
afterthought or a luxury; timely communication is now as important as
logistics or the pre-deployment of materials. Planning and controlling
the flow of information before, during and after a disaster will define
your organization's credibility, trustworthiness, authority, and e