

1. Record Nr.	UNISA996392575203316
Autore	Dexter Robert <d. 1603.>
Titolo	[Robert Dexter's imprint and device with motto, "Labore et constantia"] [[electronic resource]]
Pubbl/distr/stampa	Londini, : Apud Robertum Dexter, [M]DCI. [1601]
Descrizione fisica	[1] leaf : ill
Soggetti	Printers' marks - England Imprints (Publishers' and printers' statements)
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title supplied by cataloger. Imprint date employs turned c's. Fragment. Reproduction of original in the British Library.
Sommario/riassunto	eebo-0018

2. Record Nr.	UNINA9910713443803321
Autore	Hsia Tao-tai <1921-2020, >
Titolo	The arrest of Li Ya-P'ing and Taiwan's sedition law / / prepared by Tao-tai Hsia and Constance A. Johnson
Pubbl/distr/stampa	[Washington, D.C.] : , : Far Eastern Law Division, Law Library, Library of Congress, , 1985
Descrizione fisica	1 online resource (5 pages)
Soggetti	Sedition - Law and legislation - Taiwan Arrest - Taiwan
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Typescript. "October 1985"--Page 5.
Nota di bibliografia	Includes bibliographical references.

3. Record Nr.	UNINA9911020256803321
Autore	Stevenson Scott C
Titolo	90 Great Publicity Ideas for Nonprofits
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70434-7
Descrizione fisica	1 online resource (48 pages)
Disciplina	659.288
Soggetti	Fund raising Nonprofit organizations - Public relations Publicity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	New- and old-school methods generate free publicity -- Youtube channel puts university research front and center -- Use employees retirement to highlight your organization -- President's journal connects with members, community -- Popular video game adds pop to media spot, value for sponsor -- Use well-known faces to garner publicity -- Personalize screen savers -- Think creatively to maximize news of major achievements -- Collaboration helps address serious national health issue -- Get valuable TV exposure for your cause -- Hire the right firm to distribute your press release -- 50th Anniversary celebrates members, Community -- Submit-a story idea gives audience a say in coverage -- Make a radio pitch that works -- Reach out to media for dream coverage -- Reinforce you brand with striking images -- Ideas to score free publicity -- Create and promote an online media kit -- Securing media coverage in changing media market. Teaming up expands reach of awareness campaign -- Promote your stories on others' websites -- Blogs bring student voices to the recruitment process -- Avoid those common press release mistakes -- Advice to generate and maximize national news coverage -- Gearing PR tools to your audience -- Crafting then-and-now stories for maximum effect -- Photo tour showcases new addition -- Campus wide theme -- Herald new goals for college -- Gain public approval by connecting with other local nonprofits -- Photo contest engages constituents, introduces new

mascot -- Three ways to make the most of letters to editor --
 Centennial timeline returns college to founding principles -- Rule of
 thumb -- Land in the spotlight when the media comes to town --
 Publicize volunteer efforts -- Add facebook cause page to your
 communication options -- Properly stock your press conference toolkit
 -- Maximize your message on twitter in 140 characters or less -- Cater
 e-newsletter content to target audiences. Year in review can boost
 morale, show value -- Use editorials to further your cause -- Be sure
 your story gets heard -- Radio helps the public tune in to your events
 -- Negotiations, flexibility maximize use of billboard advertising --
 Appreciation activities build goodwill, Publicity -- Tell you
 organization's story through photos -- Make employees profiles more
 than just profiles -- Tips on delivering bad news -- Online Press kits
 simplify reporters' jobs, increase interest -- Press release follow Up:
 Keep it personal -- Create a time capsule to celebrate significant
 events -- Promote your cause with an educational series -- Make a
 point to connect with elected officials -- Be ready to make compelling
 case with stories on hand -- The nose for news: is you story up to
 snuff? -- Great lead guides readers to the real treat -- Get fit challenge
 gives makeover to public's perception -- Notable figures tie the past to
 the present -- Highlight press releases with a media blog. Book
 signings create interest, generate publicity -- Community profiles
 added personal insight -- Thorough preparation can help with walk
 through fire -- Use construction period to point to progress -- Launch
 a marketing campaign that create mystery -- Engage supporters,
 community with name our mascot contest -- Find attention-grabbing
 ideas to celebrate milestones -- Consider these techniques for writing
 vibrant client features -- Make use of anniversary postcards --
 Highlight notable media coverage -- Day in the district shows local
 leaders a day in the life -- Increase media exposure with a faculty
 expert program -- Make sure employee-of-the-month program
 doesn't backfire -- Tweets keep your stories on the beat -- Tout your
 organization's multiple achievements -- Five ways to showcase your
 organizations' stories -- You can't beat word-of-mouth marketing --
 Media campaign boosts gifts, awareness, volunteer numbers -- Help
 craft CEO's message -- Seven ways to celebrate your facility dedication.
 Use community contacts when designing your PSA -- How to attract a
 press conference crowd -- Stories give everyone a chance to contribute
 -- Track your nonprofit's news coverage -- Maximize press when
 announcing new equipment -- Committee provides head-up to
 university -- Publicize your employees' community involvement --
 Facilitate communication with a mobile application -- Twitter generates
 a buzz over events -- Make groundbreaking magic -- Five ways to
 maximize major event publicity.

Sommario/riassunto

Originally published by Stevenson, Inc. , this practical resource features
 publicity strategies for nonprofit leaders and professionals. It includes
 techniques and procedures to create awareness, increase visibility,
 strengthen media relations, and build an organization s reputation.
