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Nota di contenuto	Crafting Compelling News Releases and Features -- Attracting Media Interest and Attention -- Cultivating Productive Media Relations -- Assembling Effective Press Kits -- Successfully Navigating Interviews and Press Conferences -- Generating Publicity for Your Event -- Drafting Appropriate Policies and Guidelines -- Reaching Out through Social Media -- Raising Awareness and Boosting Community Support.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource provides nonprofit leaders and professionals with advice on increasing media exposure, preparing staff to handle media inquiries, and tips and best practices for preparing for media interviews.