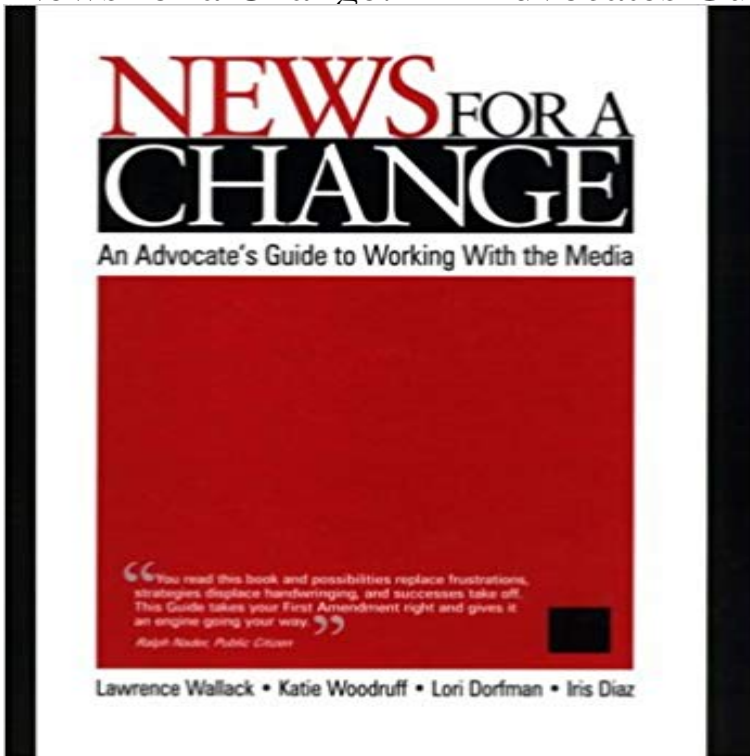


# News for a Change: An Advocates Guide to Working with the Media



News for a Change provides step-by-step instructions for working with the media to promote social change. The authors are seasoned activists in the use of media advocacy -- the strategic use of news media, advertising and community organizing to change public policy. In this media-driven age, strategic media approaches are vital to achieving visibility, gathering support, and challenging those in positions of power.

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