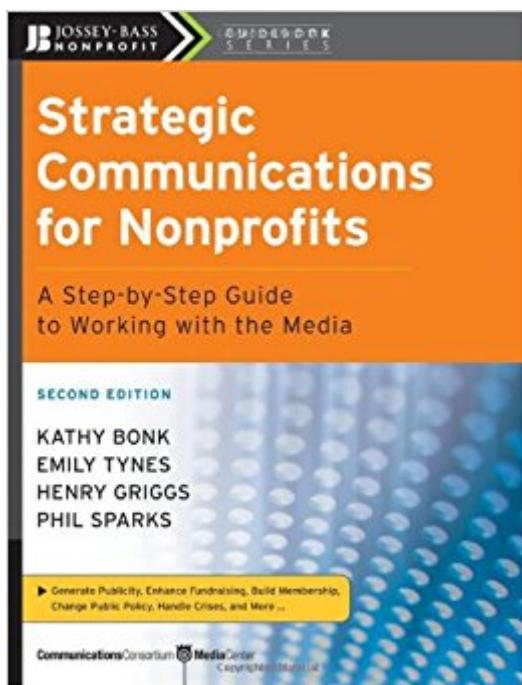


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# Strategic Communications For Nonprofits: A Step-by-Step Guide To Working With The Media



## **Synopsis**

This is a new edition of Strategic Communications for Nonprofits, which was first published in 1999. It is an up-dated, nuts-and-bolts guide to helping nonprofits design and implement successful communications strategies. The bookÂ offers a unique combination ofÂ step-by-step guidance on effective media relations andÂ assistance in constructingÂ and developing an overall communications strategy aimed atÂ creating social or policy change. It first explains the basic principles of a strategic communications strategy that will define the target audiences you need to reach and tells how to develop the messages and messengers you use to reach them. The book then goes on to address specific issues like earning good media coverage, building partnerships to increase available resources, handling a crisis, and more. This second edition builds on the earlier work and includes new case studies, new trends in media and branding, ethnic media issues, and trends in technology.

## **Book Information**

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## **Customer Reviews**

Kathy Bonk established the Communications Consortium Media Center (CCMC) in 1988 and is its executive director. Over the past thirty years, she has been at the forefront of media campaigns that marked a sea change in domestic and global policies affecting women, children, and families with the support of major foundations and large donors. Prior to her work in the nonprofi t sector, Kathy worked in government as a public information offi cer in the U.S. Department of State and in the Voting Section of the Civil Rights Division of the Department of Justice. She directed the Media

Project for the NOW Legal Defense and Education Fund. She has a degree in communications from the University of Pittsburgh, and in 1988 was awarded a fellowship with the Kellogg Foundation's National Leadership Program. Emily Tynes is a founder of CCMC who has been involved in the field of communications for three decades. She has worked as a journalist, a public relations executive, and an activist. Following the 9/11 terrorist attacks, a period of unprecedented assault on civil liberties, Emily became the communications director for the national office of the American Civil Liberties Union. Emily's work as a communications strategist encompassed a range of issues, including women's rights, racial equity, energy and the environment, and the health concerns of women of color. She has a degree in English from Howard University. Henry Griggs is a writer and media relations consultant and a founder of CCMC. Henry worked with the Center on Budget and Policy Priorities in Washington DC for twelve years, four of them as communications director. The group is noted for its highly active media relations program, and was named one of the most effective nonprofits founded in recent U.S. history. • Henry was later communications director of Human Rights First in New York. A graduate of Harvard College, he worked in the election and survey unit of CBS News in New York, and conducted media events in thirty-five states for a national union of public employees. Phil Sparks has twenty-five years of experience working in public interest communications. He specializes in family projects at CCMC. Phil was previously associate director for communications of the U.S. Census Bureau, director of public affairs for the American Federation of State, County and Municipal Employees (AFSCME); associate director of the President's Commission on Pension Policy; and chief of staff to former U.S. Representative Thomas J. Downey (NY). He is a founder of CCMC.

Purchased to make an employee suck less.

Not what I expected. I was looking for a book that offered more examples and hands-on assistance.

Extremely thorough and practical guide. Great for beginners, very good refresher for those with more experience.

This is a good guide book from Jossey-Bass company. I found the chapters on identifying your audience and developing a strategic comm plan particularly useful

This book helped me understand what Strat Comm is, and gave me some ideas and some

language for a proposal. I am not sure what I was looking for; probably a way to avoid the hard work of designing a strategic communications plan. This laid out pretty clearly how I should be thinking about it for my organization, but, alas, I still need to roll up my sleeves.

Nonprofit organizations need to communicate with a variety of audiences in order to carry out their goals and objectives, including: (1) to recruit, motivate, and retain personnel and volunteers; (2) to convince potential donors to give, and current donors to continue giving; (3) to inform and educate the public about the policies and objectives of the nonprofit organization; (4) to persuade and influence public officials to support or advance the nonprofit organization's goals and objectives; (5) to deal with members of the media who are reporting on topics and issues of interest or relevance to the nonprofit organization; (6) to inform and persuade various other organizations to cooperate or work with the nonprofit organization; and (7) to respond to controversies or crises that could adversely affect the nonprofit organization. This book contends that nonprofit organizations can improve the effectiveness of their communications efforts by developing or adopting a communications plan or strategy that organizes and integrates their various communications, rather than communicating in a piecemeal, ad hoc manner. The authors present their theories and concepts about strategic communications for nonprofit organizations, and make suggestions and recommendations for how nonprofit organizations can improve their communication efforts. Rather than just offer abstract ideas and theories, the authors provide various examples and brief case studies to illustrate and support their contentions and arguments. And, the authors offer a section with information on various publications, organizations, and Web sites that can serve as resources for nonprofit organizations seeking to improve their communications efforts. The one aspect of the book that may be provocative and controversial to some readers is its contention that nonprofit organizations need to "become innovative agents of social change" and "help determine the shape of things to come." In addition to the two passages quoted from the book's Forward, the authors advance that contention at various points in the main text. Although some nonprofit organizations may readily agree with the authors' contention about being agents of social change, others probably would not. But, regardless of whether a reader agrees or disagrees with that contention about the role of nonprofit organizations, the book provides an interesting and informative perspective on strategic communications that is worth taking a look at.

This greatly anticipated update to the first edition has already assumed a prominent spot on my bookshelf of essential media relations references. Like its earlier iteration, it is chock full of

nuts-and-bolts, how-to guidance that those new to the field, as well as aspiring nonprofit leaders just setting up shop, will find extremely helpful. It is also packed with new ideas and new strategies, particularly for grappling with - and succeeding in - a new age of Internet media, social networking sites, blogs, the age of YouTube, and the dizzying pace of new technologies that are changing the face of the news media. Don't go another day without this book - it is a gem for beginners and pros alike. Ursula Oaks, Director, Media Relations NAFSA: Association of International Educators

I'm in a nonprofit where one or two of the ideas/tools in this book might come up, haphazardly. I love the way the book shows, and invites us to consider, the whole toolbox. However, the book is flexible enough that they don't argue that the toolbox only works if every possible tool is well-developed. It's adaptable to nonprofits of varying sizes and missions. I want all the leaders in my org to read this book, and then it would elevate our discussions about communications. As you might guess, we're relative beginners at strategic communications, so I can't speak to whether experts would get as much out of the book. But it is perfect for me and lots of nonprofit employees and board members.

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