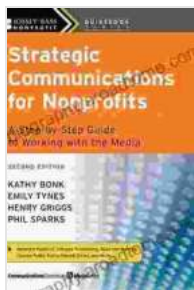


# Step by Step Guide to Working with the Media: Elevate Your Nonprofit's Visibility



## Unlock the Power of Public Relations for Your Nonprofit

In today's digital age, media outreach is essential for any organization that wants to raise its profile, promote its mission, and attract support. This comprehensive guide, "Step by Step Guide to Working with the Media: The Jossey Bass Nonprofit Guidebook," provides you with the tools and strategies you need to effectively navigate the media landscape and build strong relationships with journalists.



## Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media (The Jossey-Bass Nonprofit Guidebook Series 3)

★★★★☆ 4.5 out of 5

Language : English  
File size : 1256 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported

Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 295 pages  
Lending : Enabled



Authored by veteran media relations expert Jossey Bass, this guidebook offers a wealth of practical advice, case studies, and best practices to help you:

- Craft compelling press releases that get noticed
- Identify and target the right media outlets
- Build relationships with journalists and editors
- Prepare for and conduct effective media interviews
- Measure the impact of your media outreach
- Develop a comprehensive media relations plan

### **Step-by-Step Guidance from Industry Experts**

This guidebook is not just a collection of theoretical principles; it is a practical manual that provides you with step-by-step guidance on every aspect of media relations. You'll learn:

- How to write a press release that grabs attention
- How to find and contact journalists relevant to your organization
- How to build rapport with journalists and earn their trust

- How to prepare for and conduct successful media interviews
- How to measure the effectiveness of your media outreach efforts
- How to develop a media relations plan that aligns with your overall marketing goals

## **Case Studies and Best Practices for Nonprofits**

This guidebook is also packed with real-world examples and case studies from nonprofits that have successfully used media relations to achieve their goals. You'll learn how these organizations:

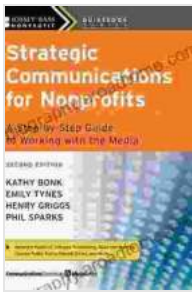
- Increased their visibility and brand recognition
- Attracted new donors and volunteers
- Raised awareness of important issues
- Advocated for change

## **A Must-Have Resource for Nonprofit Leaders**

If you're a nonprofit leader who wants to harness the power of media relations, then this guidebook is a must-have resource. It will provide you with the knowledge, skills, and strategies you need to effectively work with the media and achieve your communication goals.

Free Download your copy today and start building stronger relationships  
with the media!

Free Download Now



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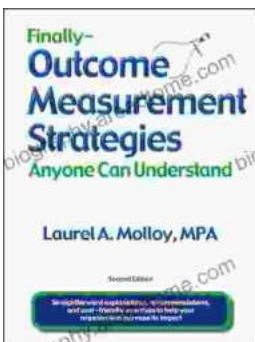
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