

MEDIA RESOURCES FOR NONPROFITS

Bibliography

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STRATEGIC MEDIA PLANNING & DEVELOPMENT

Dealing Effectively with the Media

John Wade

FIC 302.23 WADE 1992

Layperson's guide to media use, guidelines for media opportunities, professional and personal benefits when using media in your organization.

Jossey-Bass Guide to Strategic Communications for Nonprofits

Kathy Bonk

FIC 659.288 BONK 1999

Comprehensive step-by step guide, showing how to generate publicity, enhance fund raising, build membership, handle crises and much more.

Making the News: a guide for nonprofits and activists

Jason Salzman

FIC 659.0973 SALZMAN 1998

User friendly guide that demystifies access to the news media.

Strategic Communications for Nonprofit Organizations: seven steps to creating a successful plan

Janel W. Radtke

Easy to follow, 7 step programs to develop a comprehensive communications plan with worksheets, forms, surveys and self assessment tools.

PUBLIC RELATIONS

Promoting Issues & Ideas: a guide to public relations for nonprofit organizations

Foundation Center

FIC 659.288 PROMOTI 1995

How nonprofits can manage and carry out a public relations program from planning to full implementation.

Public Relations for Dummies

Eric Yaverbaum

659.2 YAVERBAUM 2006

Outlines and explains basic public relations techniques and tools.

Publicity Power: a practical guide to effective promotion

Charles Mallory

FIC 659 MALLORY 1989

Straightforward guide to develop a publicity plan, implement, use publicity services and how to prepare for interviews, appearances and special events.

Using Public Relations Strategies to Promote Your Nonprofit Organizations

Ruth Ellen Kinzey

FIC 659.2 KINZEY 1998

Covers the basics, nonprofit focus.

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SOCIAL MEDIA

Facebook Marketing: leverage social media to grow your business

Steven Holzner

658.872 HOLZNER 2009

How to target your social media presence, use Facebook applications, host online events, and develop your own applications.

Friends With Benefits: a social media marketing handbook

Darren Barefoot

658.872 BAREFOO 2010

How to monitor the Web understand and participate in online communities, Netiquette, market your service using social media marketing and promotion techniques.

Guerilla P.R. 2.0: wage an effective publicity campaign without going broke

Michael Levine

659.2 LEVINE 2008

Cost effective ways to use online resources, and electronic media to benefit your organization.

The New Rules of Marketing and PR: how to use news releases, blogs, podcasts, viral marketing and online media to reach your buyers directly

David Meerman Scott

658.872 SCOTT 2007

Effective ways to use all the web based communications tools to reach your audience directly, effectively leverage social networking sites to benefit your organization.

Twitter Revolution: how social media and mobile marketing is changing the way we do business and market online

Deborah Micek

658.872 MICEK

How to "tweet" with the best and benefit your services and organization.

