



# Human Services And The Media (Applied Social Problems & Intervention Series)

*Edward Allan Brawley*

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This practical guide demonstrates how to work with newspapers, magazines, radio and television to promote social programs and to shape public policy. It includes numerous examples of how cooperative efforts with the media have improved the public's understanding of the helping profession, educated the community about social problems, and spread preventive messages.

An informed and supportive public at large is critical to the success of programs promoting health and mental health, and the mass media are the most powerful means of reaching the public. Yet few human services professionals know how to tap into this power.

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