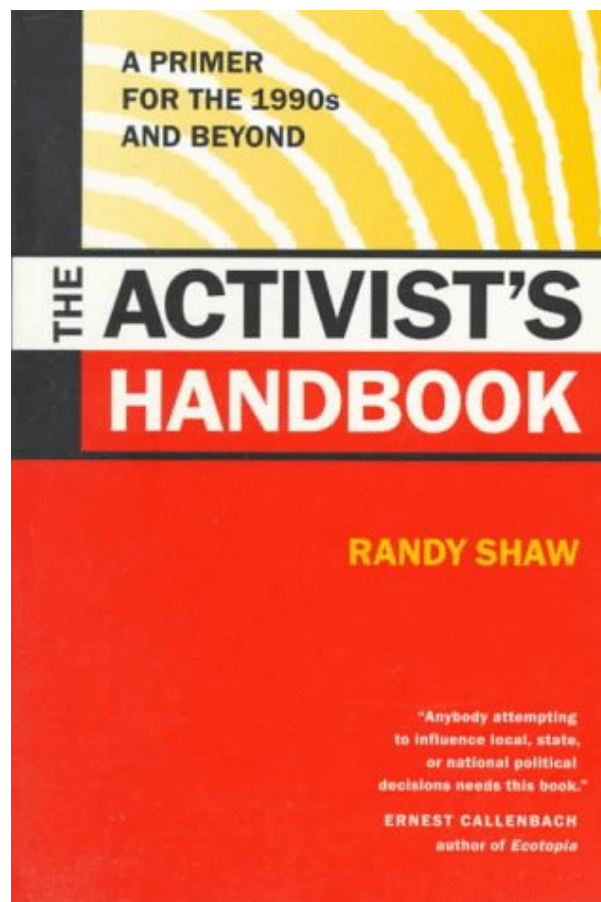
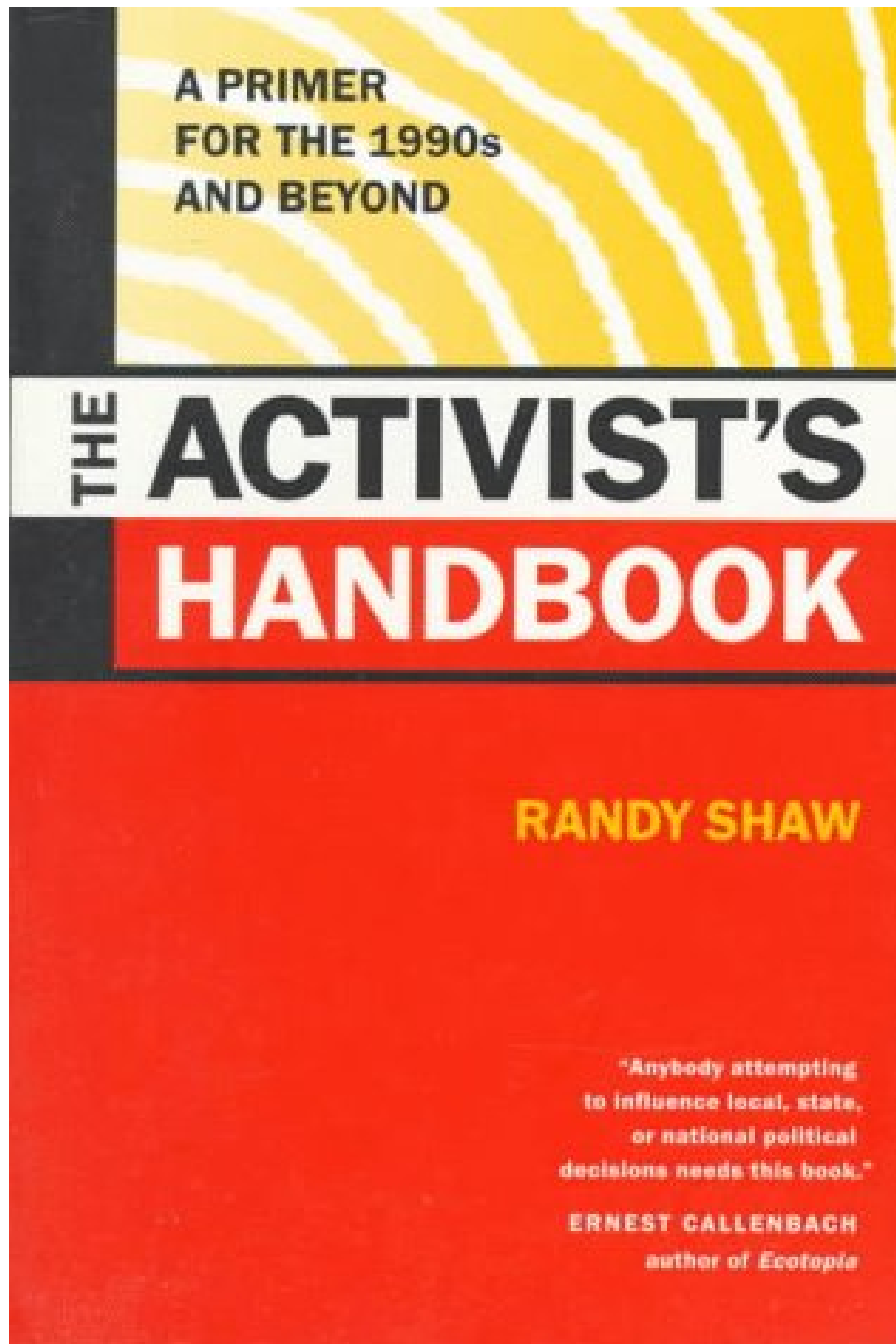


# THE ACTIVIST'S HANDBOOK: A PRIMER FOR THE 1990S AND BEYOND BY RANDY SHAW



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Review

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The Activist's Handbook is a hard-hitting guide to winning social change in the 1990s. Randy Shaw, attorney and longtime activist for urban issues, shows how positive change can still be accomplished despite an increasingly grim political order, if activists employ the strategies set forth in this desperately needed primer.

Inspiring "fear and loathing" in politicians, building diverse coalitions, and harnessing the media, the courts, and the electoral process to one's cause are only some of the key tactics Shaw advocates and explains. Central to all social-change activism, Shaw shows, is being proactive: rather than simply reacting to right-wing proposals, activists must develop an agenda and focus their resources on achieving it.

The Activist's Handbook details the impact of specific strategies on campaigns across the country: battles over homelessness, the environment, AIDS policies, neighborhood preservation, and school reform among others. Though activist groups can have widely different aims, similar tactics are shown to produce success.

Further, the book offers a sophisticated analysis of the American power structure by someone on the front lines. In showing how people can and must make a difference at both local and national levels, this is an indispensable guide not only for activists, but for everyone interested in the future of progressive politics in America.

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By B. Warrick

This book is absolutely essential reading for any activist. The author, who is a successful activist himself, covers everything you need to know to get your cause "out there" where people (and especially decision-makers) will see the importance of your issue and choose to do something about it.

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Essential reading for serious social-change activists

By A Customer

This book provides concrete examples of how grassroots social change organizations are either successful or unsuccessful in reaching their goals. Case studies of actual campaigns are presented and particular strategies are analyzed in various fields of activism. Legislative strategy, ballot initiatives, direct action and dealing with the media are all presented. Compelling reading and very rewarding, this book is also the activism Bible of the adult adoptee-rights organization Bastard Nation.

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By meg moore

Good advice especially re: dealing with the press, lawyers, and applying strategy. Would have liked to see a lot more about getting social change organizations to really involve their members in running the

organization- its still "Tales of the Super Organizer" a model activists need to outgrow and are already outgrowing.

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