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Título: How To Save a River a Handbook For Citizen Action

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How to Save a River presents in a concise and readable format the wisdom gained from years of river protection campaigns across the United States. The book begins by defining general principles of action, including getting organized, planning a campaign, building public support, and putting a plan into action. It provides detailed explanations of how to:

form an organization and raise money

develop coalitions with other groups

plan a campaign and build public support

cultivate the media and other powerful allies

develop credible alternatives to damaging projects

How to Save a River provides an important overview of the resource issues involved in river protection, and suggests sources for further investigation. Countless examples of successful river protection campaigns prove that ordinary citizens do have the power to create change when they know how to organize themselves.

Biographies

David M. Bolling has twenty-five years of experience as a newspaper editor, journalist, and radio reporter. His work has won more than twenty local, state, and national awards, and he has been writing about rivers and water issues for twenty years. He is the former executive director of Friends of the River, a California river conservation organization, and is co-founder and past president of Friends of the Russian River, a grassroots river coalition in Sonoma County, California.