

Speak Up For Museums: The AAM Guide to Advocacy

Gail Ravnitzky Silberglied

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Advocacy—the act of communicating how essential museums are to our communities and to society at large—can be as simple as chatting with a visitor or welcoming a school group. But it also involves making your case to elected officials. Speak Up For Museums is full of smart, practical advice on how to be an effective advocate for your institution at every level of government, from the local to the federal. Essential reading for everyone in the museum, from paid and volunteer staff to boards of trustees.



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