

# Contents

Acknowledgments	<i>ix</i>
Introduction	<i>1</i>
1 Don't Respond, Strategize	<i>7</i>
2 Elected Officials: Inspiring Fear and Loathing	<i>41</i>
3 Coalition Activism: Rounding Up the Unusual Suspects	<i>83</i>
4 Ballot Initiatives: The Rules of the Game	<i>110</i>
5 The Media: Winning More Than Coverage	<i>139</i>
6 The Internet and Social Media: Maximizing the Power of Online Activism	<i>169</i>
7 Direct Action: Acting Up, Sitting In, Taking to the Streets	<i>185</i>
8 Lawyers: Allies or Obstacles to Social Change?	<i>223</i>
9 Student Activists Lead the Way	<i>251</i>
Conclusion: New Activism for the Twenty-First Century	<i>272</i>
Notes	<i>275</i>
Index	<i>287</i>

*This page intentionally left blank*