



Perfecting the Pitch: Creating Publicity Through Media Rapport

Benjamin Lewis

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The key to gaining media exposure, whether for a person or product, is through developing friendships with journalists. Just like in everyday life, these relationships are based on mutual respect, understanding, candor, and communication. Once the rapport is established, pitching a successful story idea becomes much easier. But where does one start? How are these relationships developed? *Perfecting the Pitch* is the professional's guide to building rapport with journalists. It examines every aspect of working with the media, from understanding beats, deadlines, and communication preferences to crafting the perfect pitch. Public relations expert Benjamin Lewis surveyed hundreds of respected journalists from across the country and across all forms of media to find out what they look for in sources and stories. Through their responses, readers gain valuable insight into how the media operates — insight that creates the foundation on which healthy media relationships are built.

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