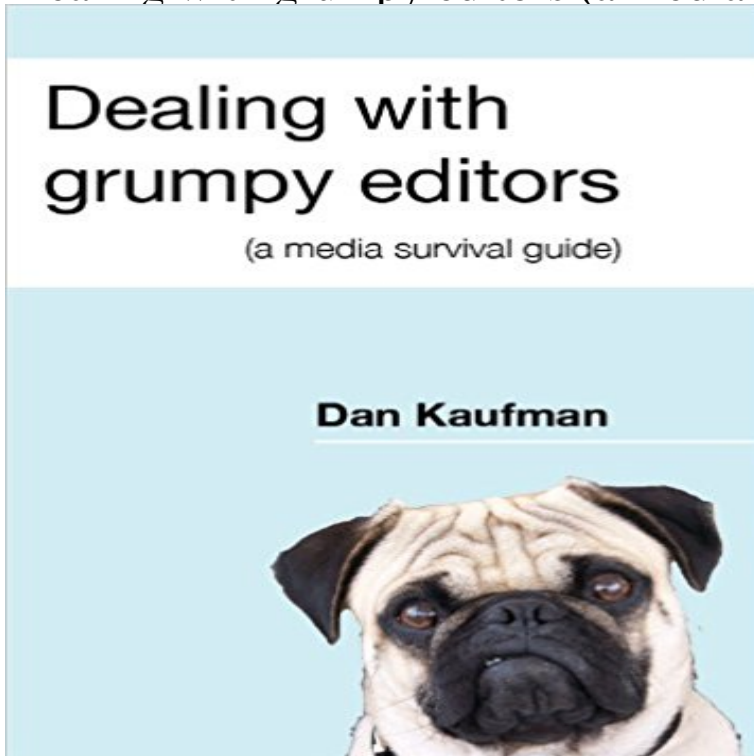


Dealing with grumpy editors (a media survival guide)



Want to write press releases that will actually get read by editors? Do you wonder why your existing press releases and media pitches aren't being successful? This book is written by an editor with over 17 years experience on magazines and newspapers. It doesn't pull punches when it comes to what does - and what doesn't - work when pitching ideas to grumpy editors. Topics include understanding what makes editors tick, what editors are looking for in a pitch, what drives them nuts, how to write and make press releases effective, what information editors and journalists need from PR, how to approach an editor, what should be on a PR's and client's website, how to handle media requests, interviewing tips, as well as what stops a story from making it into an editor's publication - and how you can fix that.

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