

"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

DR. MARTIN LUTHER KING, JR.

I created Fine Grit Public Relations to be an agent of light. I am driven to amplify voices that inspire love, empathy, and hope. When those voices reach more people, they touch more hearts and in turn make the world a better place.

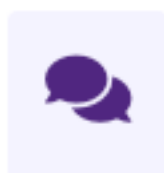
For 15 years, I have helped countless thought leaders – artists, academics, entrepreneurs, C-suite executives, and others – reach wider audiences through earned media coverage and strategic outreach. Now I am doing the same for podcasters and others who remind us of our humanity — and inspire us to harness our compassion to help those in need, fight for economic and climate justice, and effect positive change. If that sounds like you, please send me a message via the contact form at the bottom of the page to schedule a free 20-minute consultation.

Warm Regards,
Amanda Leff Ritchie

P.S. Let's connect on [LinkedIn](#).

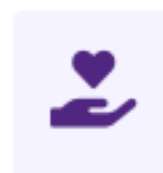


Our Services



Media Relations

When you have news to share, we connect one-on-one with top journalists covering topics relevant to you. We will never use a stale media list. We approach each pitch as a chance to build enduring relationships with respected reporters.



Strategic Partnerships

At our heart, we are connectors. We love helping clients build meaningful partnerships that are greater than the sum of their parts. Thoughtful partnerships can mutually increase your reach, brand awareness, credibility, and access to resources.



Content Development

There are only so many hours in a day, and yet somehow you are expected to maintain fresh engaging content on your website, social media channels, blog, and maybe even an e-newsletter or podcast. We can help. Relax. We've got this.



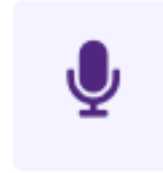
Award Nominations

Our nominations have landed such accolades as [CFO of the Year](#) and [Lifetime Achievement Award](#). If your dreams include winning an award, please make some room on your mantle and reach out to learn more about this service.



Expert Positioning

Authoring opinion editorials and other by-lined articles can be a great way to get serious exposure for your ideas. We can guide you through the process, refine your writing, and help get your articles placed in publications of influence.



Podcast Outreach

Have you always wanted to be a guest on a podcast? Or maybe you're already a seasoned pro but need some help landing guest spots? We have direct contact information for every active podcast at our fingertips. Contact us to learn more.

People Are Saying ...



"Amanda goes the extra mile to read, research, and explore the depth of issues and ideas... She's professional, engaging, fun to have around, and her contributions are always spot-on. She's also a terrific writer with an eye for detail without sacrificing the message."



Alice Julier
Director of the Center for Regional Agriculture, Food, & Transformation
Chatham University



"Amanda successfully navigates the maze of tight budgets, limited resources, multiple projects, and constant deadlines. And she does it with style, always injecting the appropriate amount of fun into her professional work and jumping at the chance to serve others."



Kelly Sjol
Marketing Strategy Consultant & Brand Storyteller at Storify Marketing



"By implementing a multichannel promotional strategy, Amanda skillfully communicated complex performance experiences tackling sociopolitical topics to a general public, boosting the Kelly Strayhorn Theater's audience and general visibility in the arts sector."



Joseph Hall
Executive Director
Kelly Strayhorn Theater



Contact Us

Name *

First

Last

Email *

Comment or Message *

