**Personalized, Succinct Pitches Capture Journalists' Attention**

Journalists are consumed by coronavirus-related news, but PR professionals can still capture their attention with other types of stories, writes Erin Harrison. She offers tips from prominent legal journalists, such as providing pieces that focus on "macro-trends" and "insights from industry peers" and "solving a specific problem and providing a distinct perspective."

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[*https://www.prdaily.com/10-ways-to-get-media-attention-during-this-pandemic/*](https://www.prdaily.com/10-ways-to-get-media-attention-during-this-pandemic/)

*Image credit:*

[*http://beyondfifteen.com/wp-content/uploads/2017/10/Public-Relations-Tools-1200x1200.jpg*](http://beyondfifteen.com/wp-content/uploads/2017/10/Public-Relations-Tools-1200x1200.jpg)