**PR training: Take The Guilt Out Of Pitch Follow-Ups**

Public relations specialist Michael Smart believes that communications pros who feel like they're being annoying when following up on pitches and use words like "sorry" and "hopefully" in emails are making a mistake. "When you tell a journalist that you're 'bugging them,' that's often how they end up feeling about you," writes Smart, who suggests eliminating any suggestion of rudeness, and simply inquiring if an idea is still alive.

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[***https://prsay.prsa.org/2019/07/10/the-plane-truth-about-following-up-on-pitches/***](https://prsay.prsa.org/2019/07/10/the-plane-truth-about-following-up-on-pitches/)

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