**PR Training: Focus on Who, Not What, You Are Pitching**

Michael Smart says focusing on who you are making a pitch to rather than what you are pitching will lead to more effective PR campaigns. Smart offers tips on how to ensure your pitch is matched to who you are pitching and says focusing on personalizing pitches to 20% of your media list can be much more effective than sending generic pitches to your entire media list.

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<https://prsay.prsa.org/2018/10/30/what-you-pitch-is-secondary-to-who-you-pitch/>

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<http://hmapr.com/wp-content/uploads/2016/01/Media-Relations.jpg>