**PR Training: Pitch Stories That Offer Journalists Value**

Topics that give journalists access to useful sources, provide a narrative or are useful to the audience are more likely to be covered by media professionals, writes industry expert Michael Smart. Public relations professionals should pitch stories that cater to journalists' needs instead of trying to convince them of the merit of a story, he adds.

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[***https://prsay.prsa.org/2018/08/31/how-to-pitch-journalists-in-a-post-beat-era/***](https://prsay.prsa.org/2018/08/31/how-to-pitch-journalists-in-a-post-beat-era/)

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