**Why PR Pros Should Build Relationships with Journalists**

PR professionals cannot expect cold pitches to work with journalists and should instead work on building relationships. Marketing pro Gini Dietrich says it is imperative for those in PR to build ongoing campaigns and prioritize media influencers by those with whom they have made connections to improve results.

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<https://prsay.prsa.org/2017/01/19/journalists-arent-reading-your-pitches-what-you-can-do-about-it/>

Image source:

<http://www.talebkihoul.com/ar/wp-content/uploads/2014/05/5.gif>