

When's the Best Time to Send a Press Release?

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New Rules Challenge Conventional Wisdom

One of the most frequently asked questions we get at EON: Enhanced Online News and Business Wire is "When's the best time to send a press release?"

While any answer is preceded by the disclaimer "That depends...", we've counseled clients for decades to send their press releases "early in the day, early in the week." Fridays were once considered a bad day to send press releases, presumably because reporters and others were skipping out for the weekend and wouldn't see your copy. And for years we've told clients that embargoes are made to be broken.

But as Bill Maher often says, maybe its time for New Rules. An informal survey of clients and colleagues suggests that in a global, 24-hour, everyday news and information cycle, adherence to calendars and clocks is relative.

One corporate communications pro at a large, public company told me her strategy for maximum bang was to send a release on Sunday to key reporters with an embargo which they must agree to honor or they don't receive the release. "The combination of stories that hit at the same time the release is generally distributed increases awareness of the story, and likewise, increases pick-up by other outlets that day and often, into a second news cycle," she said. Clever.

Alan Weinkranz, a tech PR pro who maintains a robust blog and who works frequently in Israel where the work week is Sunday – Thursday, suggested we be mindful of national and religious holidays in other countries. He added that in practical terms, timing often matters less than it once did since these days, since "it's not about the coverage, it's about the conversation."

Read the original blog post at <http://bizwire.pr/BestTime>, and see how other PR professionals weighed in on this topic in the comments.

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Have a question or topic suggestion? Email it to Monika Maeckle at monika.maeckle@BusinessWire.com. And make sure to follow @BusinessWire on Twitter!