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**Time Your News Release For Maximum Publicity**

**By David Leonhardt**

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"Cindy, where's that story? I need it yesterday!"

"Coming right up, boss. I'll have it to you soon," Cindy shouted back.

"Yesterday isn't soon enough!"

Cindy clicked on her screen. "You have mail." She looked at the messages. "Three news releases," she murmured. "I don't have time for this now." [delete] [delete] [delete]

Stop! Was that your news release Cindy just deleted? Too bad you sent it to her at the wrong time. You may have heard that "timing is everything" and that is even more true in a newsroom. But how do you know when is the best time to send a news release?

Media relations is an art more than a science, so there is no single rule. If there was, everyone would be a media star. Here are a few guidelines to help you zoom ahead of your competition for the media's attention:

Each type of media and each type of journalist is different. Here are just a few of the variables:

National or local media  
TV, newspaper, radio or magazine  
News reporter, features reporter or columnist  
Consumer magazine or trade journal  
Daily, weekly or monthly publication  
Print or electronic

Each company or organization is different, as is its news. Here are just a few of the variables:

## Time Your News Release For Maximum Publicity

Local, national or international operations

Pre-scheduled news release, or last-minute reaction to today's news.

Product announcement, policy announcement, financial announcement

Bearing in mind the wide range of news you might announce and the wide range of media targets, 9:30 to 11:00 a.m. tends to be the best time of day to release news. You want to give the assignment editor time to send them out to cover your news. If you hope to get into the noon news, you don't want to go too late, because you run into TV deadlines. Early afternoon is a second-best time, but if you get much past 2:30, you will catch Cindy's [delete] button at most daily newspapers and television stations.

I have been asked about the best day of the week to send out a news release. There isn't one. I have seen plenty of debates on this. From personal experience, the only difference I ever noticed is when I

could pick a slow news day. For instance, if in your city the daily newspaper can be reached on Sunday and not too much tends to happen that day in your subject area, you may find it easier to get into Monday's newspaper than if you try later in the week. But on average, there is not much difference.

Best time of month, year, etc? Again, there is no single best time. There is one golden rule. Do not send out a release when the world is wrapped up in some all-consuming event like the death of Princess Diana or the attack on the World Trade Center. Remember how much TV airtime and newspaper print space were devoted to those events? The media and its audiences had other things on their minds than your news. You can't control events, but you can control the timing of your release (most of the time).

How far in advance should you send out your release? Some book reviewers usually need several months. Others don't want to see your release until the book is on the store shelves. Many consumer magazines have a six-month editorial preview. Features editors often run several weeks ahead of time, but sometimes squeeze things in on short notice. News departments want only breaking news. Yesterday's news is ... well, yesterday's news. Your release is already forgotten.

Does all this sound confusing. It is. The bottom line in any marketing is to know your target market and give it what it wants. Same with the media. The guidelines above give a very abbreviated list of what you need to consider. If you are still unsure, a media coach might be a good investment. But be forewarned - find someone with enough experience and success to coach you in the right direction.

After a decade and a half as one of Canada's top consumer advocates, often conducting over 600 media interviews each year, David Leonhardt is sharing his knowledge with others. Pick up a copy of his special report "Get In The News!" at

Home page is

**Press Releases vs. Advertising Or How To Get Free Publicity for Your Business**

**By Robert Wardrick**

Press Releases vs. Advertising Or How To Get Free Publicity for Your Business by Robert Wardrick

Free publicity about your business is more valuable than paid advertising.

How do you get free publicity? Use press releases.

"First Things First"

(a) Make your press releases news NOT advertising.

A sample news item could be your business sponsoring a community program, offering a free service or introducing a unique product.

(b) Research the Media

Read several back issues of the publications you plan to send your releases, most are niche-oriented and only accept submissions of interest to their readership.

(c) Keep Your News Story Current.

Writing about past or far future events can lower your chances of publication. If your news is time-sensitive include the words "For Immediate Release" in your press release.

(d) Use a proper news release format.

SAMPLE Format:

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Press Release

Contact: Your Name  
Tel: (000)000-0000  
Fax: (000)000-0000  
your-email@your-dot.com

Date:

For Immediate Release

## Time Your News Release For Maximum Publicity

NEWS RELEASE HEADING HERE (ALL CAPS)

Sub-Heading Here (Lower Case)

(Your City/State)---Put Your News Story Here – Write in Paragraphs of five–six double–spaced lines each.

--End--

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Some editors may run your release "as is" while other will edit it.

(e) email Press Releases vs. Fax or U.S. Postal Service.

Many publications will accept email and fax press releases, but you should inquire first.

Keep a log of who you submit press releases. When you get publicity save the clipping and post them on your website, and in your ezines and include them in your next press kit.

(f) News editors receive thousands of press release daily, persistent and patient can produce free publicity rewards.

Footnote: Using press releases is also an excellent way for ezine publishers to have fresh new content.

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