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PRESS RELEASE

'TIS THE SEASON For Good Publicity – Timing Is Key To Good Publicity

SAN DIEGO, January 25, 2007: Many public relations practitioners and publicity seekers do not think far enough into the future – they only think one project at a time. For example, if you've got a new product coming out in October, you send out a release in September. Or, if you've hired a new employee, you'll distribute a release when he or she is on board. But, there is a critical fault in this – there is a natural rhythm to generating coverage and it's based on a variety of factors, one such factor is based on the natural flow of the seasons.

Publicity is an important factor in building a good and successful marketing campaign. Moreover, knowing when to generate and seek publicity can be the difference between a successful public relations campaign and one that flops. An approach to publicity based on the seasons, or one that is based on a monthly or quarterly grid, is one which will generate publicity throughout the year, and will help you keep the eye on the client's ball from January through December. Also, planning ahead for important events and dispersing materials to media outlets in a timely manner are some of the tasks that companies can do to receive the full benefit from publicity.

Timing and Planning

As public relations professionals learn quickly, editors and producers work with lead times. Lead times can range from less than a day (for hard news pieces in newspapers) to up to six months (for magazines). Therefore, it is a necessity to plan well in advance so that your information appears at a time when it is relevant and useful. Early planning also helps organizations deal with conflicts as they arise. In fact, year-round publicity is something businesses should strive for to maximize effectiveness.

The Four Seasons of Publicity

Publicity can generally be broken down into the four seasons of the year. While each of these seasons has separate strategies to tackle, public relations professionals will often pitch topics to the media well in advance of when they want it to run.

Holidays and certain events taking place in a season can also create opportunities for publicity and require a good amount of lead time for magazines. Pieces on tax planning, organization, weight loss, New Year's resolutions etc. are good around the different seasons of the year as long as they have enough lead time for the media to publish. For example, for magazines, Christmas holiday and New Year's stories should be pitched in the early fall months.

Also, the media is looking to the year ahead. Expectations, trends, predictions and previews are all great story ideas to pitch.

Spring Fling

Spring is a good time for general stories like business features and new products. Alternative stories that are light and fun can be good to run during this time. As the spring nears in May, the media begins to run pieces on summer vacations, outdoor products, things for kids to do and leisure activities. Again, for earlier lead times, these stories can be pitched in the winter months.

Events taking place during spring include: the opening day for Baseball, tax day (April 15), gardening season, Memorial Day, the end of school and summer vacations.

Summer Heat

Summer is when publicity seekers can have a great impact. Many people are on vacation and stories are harder to come by, so reporters tend to be more open. Fun stories are good at this time. Stories about entertainment, celebrities, the lighter-side of business, technology, and going back to school all work great around this time.

The main events during summer months are July 4th, summer movies, travel and back to school.

Fall Shopping

This is the busiest time for the media because of the large shopping season and holidays. Hard news pieces about business, the market and the economy become more frequent. This is not a good time for a new product release because of the heavy product and advertising competition. Stories on the usefulness and novelty of your product as a gift are great.

Key events during this time include Labor Day, the World Series, Thanksgiving, Christmas and New Year's Eve.

Wrap Up

So to review, every season has a different pitching strategy. With some effective planning and comprehensive calls to the media, your company can make the most of the public relations efforts.

When deciding how to maximize the effectiveness of publicity, Strategy Communications can help with planning, timing, ideas and media relations to further businesses in today's competitive market.

What: Year-round publicity benefits business

Who: Strategy Communications

When: Helping businesses from today into the future

Where: In-studio or phone interviews with Amy Lewis, Principal of Strategy Communications

Strategy Communications is a full service public relations, media and marketing agency that is committed to securing their clients the best and most possible coverage through the use of targeted and strategic public relations. Strategy Communications prides itself on possessing the

ability to accomplish this, yet at the same time, value and nurture a personal and close relationship with their clients.

Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at www.scpublishrelations.com or by phone at 619-713-0622.