

Checklist: Best Times to Forward a Press Release to a Reporter

1. ****Significant News Distribution****:
 - You have major news that is of interest to a broad audience.
 - You want to inform multiple journalists simultaneously.

2. ****Detailed Information Requirement****:
 - Your story contains complex or detailed information that cannot be conveyed in a brief media pitch.
 - The press release provides necessary context, statistics, or specifics that enhance the story.

3. ****Reporter Request****:
 - A reporter has expressed interest in your story idea.
 - The reporter has asked for additional details or documentation to support the story.

4. ****Online Publication****:
 - You intend to add the press release to your company's website or online newsroom for public access and archival purposes.

Additional Tips:

- Ensure the timing aligns with the reporter's schedule, typically avoiding late Fridays or weekends

