6 Ways to Move Your PR Efforts Forward During the Summer Slowdown



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If you're reading this, chances are you're not like everyone else — because it seems like nearly everyone is on vacation right now. Things can get pretty quiet in the summer. With so many on vacation, including reporters, it can be a challenging time if you're working on a public relations push by trying to get the word out about any of your initiatives.

It may stay this way until after Labor Day, meaning the ability to reach journalists by pitching earned media stories may be a bit limited. So, what can you do to move your PR efforts forward during the late summer lull? Here are a few ideas:

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