



Iris Stroh

Leitender Redakteur / Senior Editor Markt & Technik

Redakteur / Editor Energie & Technik

www.elektroniknet.de

www.energie-und-technik.de

Why PR in local language is important:

Editors are under considerable time pressure. This has always been the case but with digital media become more and more important, the turnaround time to post a product article is ever shrinking: publishers want to have the news first on their site.

If the press release does not come in the local language of the site, the chances for it to be considered will be extremely low unless the new product is unique or there is a shortage of material.

Editors working, say in Germany, will be keen to use a Press Release issued by a USA based company if they receive it in German at the same time as the English version is released – this will allow them to be first to post it in Germany.

Ms Stroh responds:

Diesen Punkt kann ich nur voll unterstreichen, speziell für die Online-Aktivitäten ist es von enormer and Bedeutung, dass es schnell geht und schneller geht es einfach, wenn die Meldung in der eigenen Muttersprache vorliegt.

(This point I can only fully emphasize, especially for online activities. It is of enormous importance. Meaning that it goes faster and faster. It is easy if the message is in their own mother tongue)