

January

SUN	MON	TUE	WED	THU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21*	22	23	24
25	26	27	28	29	30	31

February

SUN	MON	TUE	WED	THU	FRI	SAT
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March

SUN	MON	TUE	WED	THU	FRI	SAT
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April

SUN	MON	TUE	WED	THU	FRI	SAT
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May

SUN	MON	TUE	WED	THU	FRI	SAT
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June

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July

SUN	MON	TUE	WED	THU	FRI	SAT
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August

SUN	MON	TUE	WED	THU	FRI	SAT
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30	31					

September

SUN	MON	TUE	WED	THU	FRI	SAT
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October

SUN	MON	TUE	WED	THU	FRI	SAT
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November

SUN	MON	TUE	WED	THU	FRI	SAT
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December

SUN	MON	TUE	WED	THU	FRI	SAT
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27	28	29	30	31		

- Exchange holiday: markets closed
- Options expirations: stocks, indexes, currencies, interest rates, treasuries
- VIX (Volatility Index) options expirations
- S&P quarterly rebalances: quarterly share updates to S&P 500, Mid-cap 400, Small-cap 600, Total Market
- MSCI Barra Rebalances: announcement and effective date of quarterly changes to Morgan Stanley/Barra quantitative theme and strategy indexes
- ◆ Russell Rebalances: annual reconstitution of Russell indexes; rankings May, estimates early June, final late June
- Month-end portfolio balancing: poor time for good news/good time for bad news
- * LEAPS expirations: S&P futures for long term portfolio hedges
- Nasdaq US All Market Indexes: additions and deletions made

Timing isn't everything. But it's a lot.

IR professionals should consider ways to work around the “noise” of the market in order to enhance returns and resonance from strategic corporate messaging. One key avenue is to start planning when you report, target investors, or release news in context of what's happening in trading markets.

Options Expirations

Expirations dates put trading schemes and risk-management at the top of the agenda, trumping investment activities. Derivatives tie currency, bond, treasury and equity markets together and allow investors to swap risks among asset classes. Naturally, expirations occur in the heart of traditional quarterly earnings periods. If you report before expirations, your news may become an arbitrage tool, or it may alter the way counterparties hold securities to protect large institutional clients. When possible, set reporting dates past expirations or at least four days before them so options can re-price. Otherwise both investors and their counterparties may sell stock – or gamble with it.

VIX (Volatility Index) Options Expirations

Futures on VIX®, CBOE's trademark Market Volatility Index®, provide a way to invest in volatility as an asset class, independent of the direction and level of stock prices. VIX is an implied volatility index that measures the market's expectation of 30-day volatility implicit in the prices of near-term S&P 500 options. VIX futures are often used as both protection for and enhancements to index-arbitrage strategies. Because buying volatility and hedging it are popular institutional tactics, VIX expirations can mark changes in direction for program trading. As with other options expirations, avoid these dates with material news and earnings because outcomes may be skewed by speculation or risk-management.

Month-end Portfolio Cleanup

Many if not most institutional portfolios have monthly internal performance measures. With executed trades having a “T+3” window for clearing, the trade day plus three days, institutions often focus on aligning portfolios for measurement at month-end. The last day of the month is a good time to report bad news, because portfolio managers may not dump a stock and damage monthly results. By contrast, your good news may receive less attention, because balancing risk and returns will take precedence over new investments. Better to wait until the new month and give portfolio managers a chance to use your good news to boost monthly results.

MSCI Rebalances

MSCI Inc. (NYSE:MSCI) provides thousands of index products and analytics used for constructing and optimizing equity portfolios for \$7 trillion of invested assets (2014). Quarterly rebalances return MSCI indices to equal weighting. These benchmarks tie to hundreds of ETFs, mutual funds and structured products (targeted financial vehicles created by the sellside for the buy-side). Rebalances are announced Feb, May, Aug and Nov, and effective each following month. Avoid rebalance days for news or activities you want to measure. If you're decreasing guidance, however, these days may offer better liquidity to accommodate the movement of holders.

S&P Rebalances

Standard & Poor's indices benchmark portfolios and underpin derivative products that protect institutional portfolios from outsized market risk. Rebalances span the major S&P indices from S&P 500 to Total Market. Rebalances coincide with options expirations and reweight indices to benchmark standards (generally market-cap weighted). Unless the aim is to soften the impact of negative information, it's best to avoid these days for reporting results or news.

Russell Index Reconstitutions

The Frank Russell Co. offers indices that capture the largest 4,000 public companies via indices. Securities are ranked by market cap on the last trading day of May. Estimated updates are released in early June and the annual reconstitution is completed in late June. Rebalances can produce massive opening or closing volumes; the same rules apply as on other rebalance days.

LEAPS

Long-term Equity Anticipation Securities can be purchased for stocks, ETFs and indices like the S&P 500. Buyers of LEAPS calls have the right to purchase shares of stock at a specified date and price from one to three years in the future and purchasing LEAPS puts provides a hedge against price declines, and both provide long-range protection. Less relevant to planning, realize that at expirations/additions dates, LEAPS exercises can impact share-volume and price. LEAPS for a given calendar year expire in January and are added for future years Sep-Nov.

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