

PRESS RELEASE CHECKLIST

Before you queue up that next press release, make sure your plan covers all the basics. This is a good place to start.

Press Release Checklist:

- ☐ Who will be impacted by this news?
- ☐ What is unique or impactful about this story?
- ☐ Who is making this announcement and are there partners?
Is this a joint release?
- ☐ Why is this news important?
- ☐ Have you included statistics, quotes, back story, and benefits in your news?
- ☐ Have you prepared an About section (or boilerplate) for your company (2-4 sentences.)
- ☐ Who is your Media Contact and do you want their info made public? (This is important for your distribution.)
- ☐ What images will help you tell the story?
- ☐ Who is the target group for this news, and what do we want them to do?