

Press Release Checklist

By Jake R Brady

- Before Writing the Release
 - What is the item announced via news release?
 - Is this newsworthy?
 - What is your targeted audience?
 - Find a special angle for your story.
 - What is the purpose of the release? Know your objective.
- Writing the Release
 - Make sure your headline contains a single point and is factual.
 - Use the active voice and the present tense.
 - Summarize the story's who, what, why, when, where in the first paragraph.
 - Find ways to grab attention!
 - Do not repeat information from your title.
 - Keep it conversational.
 - Follow the style guidelines of the Associated Press.
 - Make sure the formatting and style is appropriate.
 - Avoid passive sentences wherever possible.
 - Make sure your release answers the relevant questions.
 - Use short paragraphs for easy scanning.
 - Use subheads on long or complex copy.
 - Opinions or grand claims should be credited to an executive in a quote.
 - Give the name & title of the spokesperson once, thereafter use the surname only.
 - Include visual aids.
- After Writing the Release
 - Review the release.
 - Have someone else proofread your copy.
 - Have it approved.
 - Decide where and how it should be distributed.
 - Announce it.
 - Link it with an event

Check to whom should you make follow up calls.