

Press Release Checklist

- Have you identified your target audiences?
- Have you determined your key messages?
- Have you chosen the best angle to make them care?
- Are you targeting the right media?
 - Will they consider it News?
- Have you put the news in context – the big picture?
- Is all the important information at the top?
- Is the headline catchy and less than 10 words?
- Does the headline have a strong and active verb?
- Does the first paragraph tell the whole story?
- Does it answer the “so what” question?
- Do your ideas flow clearly in a decreasing order of importance?
- Can you speak every sentence comfortably?
 - Does it sound right?
- Are your sentences shorter than 30 words?
- Are your paragraphs shorter than 3 sentences?
- Are there dull words that you could strengthen?
- Are there flowery words that you could simplify?
- Is it interesting?