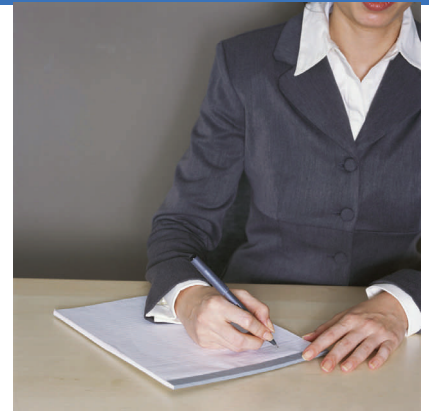


Writing Tip Press Release Checklist

For Immediate Release
January 26, 2009
Contact: NAME
Phone: XXX-XXX-XXXX



Press Release Checklist

- Is the release on letterhead?
- Does the release contain a website address for more information?
- Do you have quotes from key leaders? Have you cleared them with those being quoted?
- Is the headline short?
- Did you check spelling?
- Is ### at the end? It means “the end.”
- Who is sending the press release?
- Who is making follow-up phone calls to the media?
- Is the release marked for immediate release?
- Is the contact person’s name and phone number listed at the top?
- Does the first paragraph explain who, what, where, when, why?
- Are there other media conflicts (e.g. another major event)?

If you are making a press kit, consider including:

- Press release
- Fact sheet
- Organization’s background
- Quotes / speakers’ statements
- Charts / visuals / photographs
- A business card

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