

News Release Checklist

How to Write a News Release So The Media Will Run It

- Is it newsworthy?
- Is the lead clear and concise?
- Does it include the key facts: Who, What, When, Where, Why, How, and So What?
- Does it explain why this news is important?
- Are the quotes strong and from the right people?
- Are key dates and deadlines included?
- Is the location clear?
- Do you have photos and B-roll footage? Do you provide a link for the media to download them? Are photo captions clear and do they identify everyone?
- Does it include puns? (If so, delete them.)
- Is the headline clear and concise?
- Is all the jargon eliminated?
- Does it have historical context and data?
- Is a nut graf included? (A simple explanation of the background, context, and what's important.)
- Does it match the media's style?
- How can people get more information?
- How can the media get more information? (Is a media contact listed with name, email, and phone number?)