



Checklist: Essential Elements for Crafting an Effective Press Release

This checklist will guide you through the key components required to create a professional and attention-grabbing press release. Make sure to cover each point for optimal effectiveness.

1. Compelling Headline

- Does the headline immediately grab attention?**
- Is it clear, concise, and relevant to the news?**

2. Engaging Subheadline

- Does the subheadline add value to the headline without redundancy?**
- Does it offer a clear summary of the main announcement?**

3. Newsworthiness

- **Have you identified the unique news angle?**
- **Does the opening paragraph address the "who, what, when, where, why"?**

4. Structured Content

- **Is the information presented in the reverse pyramid format (most important details first)?**
- **Are paragraphs concise and to the point?**

5. Quotes from Key Stakeholders

- **Have you included a relevant quote from a senior leader or project manager?**
- **Does the quote add personal insight or enthusiasm to the announcement?**

6. Supporting Background Information

- **Have you included necessary background context for clarity?**
- **Are any related past events or accomplishments mentioned?**

7. Company Boilerplate

- **Does the boilerplate concisely explain what your company does?**
- **Does it reflect your brand's mission and values?**

8. Contact Information

- **Is there a designated contact person with email and phone number?**
- **Are journalists directed to any further resources, like your website?**

9. Proofreading and Accuracy Check

- **Have you reviewed for typos and grammatical errors?**
- **Have you fact-checked all names, dates, and data points?**

10. Distribution Strategy

- **Have you determined the press release submission sites or media outlets to reach your target audience?**
- **Have you prepared for both direct outreach and broader distribution?**

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