

A news release checklist...

- ___ Included contact name, title, firm and address in upper left-hand corner?
- ___ Included distribution date and release date, eg For immediate release?
- ___ Included full title on first page and condensed title on any subsequent pages?
- ___ Answered the following questions: Who, what, where, when, why, and how in the first two paragraphs?
- ___ Attributed information and quotes accurately?
- ___ Followed normal time/date/place guidelines?
- ___ Incorporated the most important facts first when you wrote your copy?
- ___ PROOF, PROOF, PROOF?
- ___ Checked for errors and consistency in the use of grammar, tense and punctuation's?
- ___ TRIPLE CHECKED SPELLING?

If you double check using this checklist I'm confident you'll find a better response and potentially a better results in your press releases.

Notes: