

News Release Checklist
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The Public Relations Practitioner's Playbook (Kendall/Hunt ©2003)
The ABCs of Strategic Communication (Kendall/Hunt ©2005)

1. Is the lead direct and to the point? Does it contain the most important and most interesting aspects of the story?
2. Has the local angle been emphasized?
3. Have who, what, when, where and why been answered in the first few paragraphs?
4. Are sentences short and concise? Paragraphs short? Words common and concrete?
5. Has editorial comment been placed in quotation marks and attributed to the appropriate person?
6. Are quotations natural? That is, do they sound as though they could have been spoken?
7. Has newspaper style (AP or other) been followed faithfully throughout the release?
8. Are spelling, grammar, syntax, punctuation and sentence construction correct?
9. Have all statements of fact been double-checked for accuracy (fact checked)?
10. Has the release been properly prepared, typed and double-spaced?
11. Is inverted pyramid being used?
12. Has the proper format been used? That is:
 - Are contact names, phone numbers, fax numbers, e-mail address, etc. for further information included?
 - Is the release dated? Is release time indicated? (Release number if used)
 - Headline
 - Slug (on page one)
 - Dateline
 - No hyphenated words
 - No paragraphs carried from the bottom of one page to another
 - (MORE) on the bottom of page before a jump
 - Slug on top left of pages two, three, etc.
 - - 30 -, ### or end after the final paragraph to signify the end of the release
 - If mailed in hard copy, do not staple multi-page releases

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