

Press Release Submission Checklist

Content Quality

- ☐ Original and newsworthy content
- ☐ Clear, concise, and compelling headline
- ☐ Addresses who, what, where, when, and why
- ☐ Includes relevant quotes
- ☐ Company boilerplate provided

Formatting

- ☐ Appropriate length (300-800 words)
- ☐ Proofread for grammar and spelling
- ☐ Contact name and details included
- ☐ Dateline (city, state & date) included
- ☐ Links to images, videos, or other media

Submission

- ☐ Chosen distribution platforms/publications
- ☐ Target audience defined
- ☐ Scheduled for optimal timing
- ☐ Plan for following up with media