

# 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 â€“ 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