

Press Release Evaluation Template

Press Release Details

Title

Date

Author

Key Elements Assessment

Criteria	Yes/No	Comments
Headline is clear and attention-grabbing		
Contains relevant facts and key messages		
Answers Who, What, Where, When, Why, How		
Includes quotes from spokesperson		
Provides contact information		
Follows standard press release format		

Overall Quality

Strengths

Weaknesses / Areas for Improvement

General Comments