



**Press release checklist**

**Before issuing your press release, ask yourself has it answered all the questions below?**

<b>Is it really news?</b>	
<p><b>What is happening?</b></p> <p>For example:</p> <p>Are you launching a new product?</p> <p>Have you signed a new customer, won an award or made a new appointment?</p> <p>Are you fundraising for a local charity or supporting a local school?</p>	<p><b>Why is it significant?</b></p> <p>For example:</p> <p>Is it the first product of its kind?</p> <p>A breakthrough into a new market?</p> <p>Creating new jobs?</p> <p>Bringing new benefits to particular people or businesses?</p>
<p><b>Where and when is it happening?</b></p> <p>For example:</p> <p>At a special event such as an exhibition</p> <p>At your head office</p> <p>At a press launch</p>	<p><b>Who is involved?</b></p> <p>For example:</p> <p>Your Chief Executive</p> <p>A local celebrity</p> <p>Local schoolchildren</p>
<p><b>Have you included?</b></p> <p>Details of any available photos?</p> <p>Information about spokespeople?</p> <p>Your contact details?</p>	