

News Release Planning Checklist

Use this checklist to help plan your news release content and distribution method.

What makes your item newsworthy?

- New collaboration
- New conference
- Participation in a significant initiative to benefit humanity with outcomes you can discuss in the release
- New product, standard, etc.
- Milestone anniversary/achievement

What is the timing?

- Next year
- Next quarter
- Next month

What are your goals?

- Increase industry awareness
- Demonstrate thought leadership
- Conference registrations
- Product/standards sales
- Increase SEO mentions

Who is your target audience?

- Technical publications
- General publications
- Localized audience
- National audience
- Global audience

What is your distribution channel?

- PR Newswire
- Individual reporter outreach

What is your budget?

- (Fill in amount)

Who is your spokesperson?

- OU/Society leader
- Volunteer
- Working group chair

Are they media trained?

- Yes
- No

Is any other content going to be created for the news release?

- Infographic
- Video
- Visual Timeline

What does success look like?

- X amount of news articles
- X amount of media attending events

Has this already been announced by you or someone else?

- Yes
- No

Did you receive a release and/or written approval by those quoted and/or referenced?

- Yes
- No