

# 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
- ☐ 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

