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?
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