

## 3 Quick Press Release Check Lists

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Here are three quick checklists for getting media attention, writing press releases, and gauging newsworthiness:

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### **Getting Media**

Use as many of these tactics as possible when getting media attention:

- Stay on Message
- Develop Relationships
- Develop Database
- Become the expert
- Make it newsworthy
- Decide strategy
- Event, Press Conference,
- Features, Interviews,
- Letter to the Editor, Editorial Board, Announcements, etc.
- Think Pictures
- Make Follow Up Calls
- Involve Members

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### **An Effective Press Release**

Keep your press release as close as possible to the points below:

- On organizational letterhead
- Dated and marked for immediate release
- Contains contact name, phone, web
- Short and catchy headline
- 1st Paragraph: who, what, why, when and where
- Following paragraphs: quotes, facts, org's name.
- List photo opportunities
- Put "# # #" at end of release, in center
- Keep it short - one or two pages

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### **Ten Keys to Newsworthiness**

Does your news item contain any of the following?

Conflict  
Celebrity  
An uncovered injustice  
An ironic account  
A local interest  
A milestone  
A human interest story  
A seasonal story  
An anniversary story  
A breakthrough