

TO RELEASE OR NOT TO RELEASE?

9-Point Press Release Checklist



Sending out a press release to media does not always mean it will get “picked up.” Ensuring releases are newsworthy helps break through the clutter as your organization competes with others to get attention among a crowded industry landscape.

But how do you know if news is worthy of a press release? This 9-point checklist can help determine if your organization’s news will be of interest to editors and reporters.

- Is the news timely?
- Is the topic unique?
- Is this the first time the public has heard about this news?
- Is it groundbreaking and will it shake up or positively impact the market?
- Is the news part of a bigger story, or does it deliver previously unknown information?
- Is it part of a bigger trend, or does it apply to a wave of breaking news coverage?
- Does it offer a new perspective or approach to thinking about existing information?
- Is the information relevant to the region or market it’s being placed in?
- Does the product or solution apply to the broader North American market?

Remember: Not every box needs to be checked for a topic to be determined release-worthy, but PR pros should always use their best judgment when deciding whether a topic is fit for a formal press release.

