

## News Release Checklist

- Is the lead direct and to the point? Does it contain the most important and interesting aspects of the story?
- Have the who, what, where, when, why and how been answered in the first few paragraphs?
- Are the sentences short and concise? Paragraphs short? Words common and concrete?
- Has editorial comment been placed in quotation marks and attributed to the appropriate person?
- Are the quotations natural—that is, do they sound as though they could have been spoken?
- Has the newspaper style (AP or UPI) been followed faithfully throughout the release? If in doubt, contact your state health department public information officer to check your copy.
- Are spelling and punctuation correct (including names, titles, and organizations)?
- Have all statements of fact been double -checked for accuracy?
- Has the release been typed, double-spaced? Is the font a sans serif (e.g., Arial, Helvetica)? *Note: Serif fonts (e.g., Times, Times New Roman) sometimes are not clear when faxed.*
- Is the release in a prominent place (such as top right-hand corner above the release number)? Is the release time indicated?
- Are the names and phone numbers for further information included?
- Are pages numbered and titled in journalism format?
- Is the release properly identified as “Embargoed” or “For Immediate Release”?
- Is it labeled with a consecutively assigned number and logged in a notebook that tracks all releases?