

News Release Evaluation Checklist

- Did not meet the requirements** (on time, long enough, etc.) _____

- Did not **use all plain/Roman (Rom) text** throughout.
- Did not **use a single font size/style throughout** the document (with the exception of logo, if applicable). Note: the font should also be a serif font.
- Did not **have a clear headline** or attempted to write an actual headline.
- Did not **double-space everything** (with the exception of logo, if applicable).
- Did not **have “wide” margins** (1.5” left and right, 1” top and bottom) for easy editing.
- Did not **keep paragraphs together**, i.e., broke paragraphs across pages.
- Did not have a **“For Immediate Release,” “More,” “Slug” “Hashmarks” (###)**.
- Did not **include complete contact information at the end of the release** that included an e-mail address, telephone, fax, cell, and URL (if applicable).
- Did not **include complete contact information at the beginning**.
- Did not **use proper names/referents**. Do not use “he,” “she,” “it,” “they,” “the event,” “the organization,” etc.
- Did not **spell check the release**. You would get fired if this were a real job.
- Did not **check spacing after periods**, period placement, comma, and quote mark placement, watch spacing between words and after periods, etc.
- Did not **proof read carefully**. Do not misspell names, the word “Web site,” etc. Do not write “Phone” (use “Telephone”), use composition titles, etc.
- Did not **follow AP style** for dates, times, money, telephone numbers, proper names or composition titles, etc.

Note, a standard news release has a headline and five paragraphs:

1. A Lead ¶ that follows directly from the headline;
2. An elaboration ¶ that adds to ¶ 1;
3. A quote ¶ that is more than a sentence long (about 3–6 sen.) and is interesting.
4. A “boilerplate ¶ that provides information about the organization.
5. A “for more information” ¶ that includes complete contact information (sometimes repeated verbatim from page 1).

Additional follow up ¶ are also written (elaboration/quote, elaboration/quote, etc.) and placed in-between ¶ 3 (the quote ¶) and the boilerplate.