

# PRESS RELEASE CHECKLIST

## GETTING STARTED

- What are the main messages?
- What is the angle? Think like a reporter.
- Who is my target audience? Where does my message need to go?

## HEADLINE

- Your Headline should (i) Contain a single point (ii) Be factual and free of hype
  - Use the active voice and the present tense.
- Target length = 8 -10 words - try to fit it all on one single line*

## SUB-TITLE / SUB-HEAD

- Amplify headline or introduce one additional key point.
  - Don't drop the sub-title – it's a great tool.
- Target length = 10-14 words using one complete sentence*

## LEAD PARAGRAPH

- The lead should contain the key message of the release and take only 30 seconds to read aloud.
  - Avoid "IYF and Nokia today announce...." -- your press release constitutes an announcement.
  - Find ways to grab attention and at the same time provide concise information!
  - Don't load the lead with background material – save that for boilerplates and editors' notes.
  - Do repeat information from your title – some journalists go straight to the lead.
  - The lead should develop and breathe life into your headline and sub-head. Ask yourself -- What's in it for the reader?
- Target length = 25 words*

## BODY TEXT

- Keep it conversational – read your work aloud
- Use short words, short sentences and short paragraphs (average 42 words).
- Avoid passive sentences wherever possible.
- Use the strong language of verbs and nouns and steer away from fluffy adjectives.
- Spell out acronyms, translate buzzwords and local insider usage - push detailed explanations to editors' notes.
- Break up text into bullets or sub headings when possible - this will make it more palatable to the reader.
- Include your program and organizational boilerplates at end of all your press releases, along with Nokia. Insert IYF boilerplate only if IYF is referenced in the body of the release.

*Remember - Good writing is writing, editing, and re-writing, over and over again.*

## QUOTATIONS

- Don't just repeat the main point in different words - your quotes should amplify and animate the message.
- Try to formulate quotes using anecdotes or illustrative examples.
- Make short memorable bytes not a series of runaway sentences.
- Give the name & title of the spokesperson once -- thereafter use the surname only, avoiding use of Dr, Mr, Ms.
- Read your quote aloud. Does it sound like something someone might say? Does it grab you?

## DISTRIBUTION

- Timeliness (i) Announce it when it happens (ii) Link it with an event (iii) Tie it to a trend
- Share press announcements for final approval one week prior to release date with:

Your IYF Regional Manager  
Your Nokia Regional Manager  
Angela Billings – Nokia ([Angela.Billings@nokia.com](mailto:Angela.Billings@nokia.com))