

Press Release Checklist + Scoring Rubric

Use a simple scoring system:

2 = Yes, clean and complete

1 = Present, but needs tightening

0 = Missing or unclear

Press Release Quality Checklist (Score: ____ / 24)

Basics (0–2 each)

1. Release status included (Immediate or Embargoed)
2. Media contact included (name, title, phone, email)
3. Headline is plain language and action-based
4. Subhead (if used) adds a factual detail, not hype

Lead and structure (0–2 each)

5. Dateline format is correct (City, State, Month Day, Year)
6. Lead sentence answers who, what, when, where
7. Body paragraphs follow a logical order (impact, logistics, next steps)
8. Release stays third person (quote is the only exception)

Clarity and tone (0–2 each)

9. No marketing or hype language
10. No vague claims without support
11. Sentences are short and readable
12. Release fits one page when possible (two max)

Details and verification (0–2 each)

13. Includes key specifics (date, time, location, deadline if relevant)
14. Includes one clean link for next steps
15. Names and titles verified
16. Quote is usable, neutral, and approved by speaker

Finish (0–2 each)

17. Boilerplate included and current
18. Close mark included (###)

Interpretation

- 24+: Outstanding
- 20–24: Press-ready
- 14–19: Solid draft, tighten before sending
- 0–13: Missing key elements, rebuild structure first