

## get your press release needs checked off

### ▶ Content

- Release Date or Embargo Date
- Catchy and Descriptive Title
- Logo Art (and/or other image)
- Dateline
- Body text (2-3 paragraphs)
- Boilerplate (about)
- Contact Information (name, role, email, phone, press kit)

### ▶ Style

- No more than one A4 page
- Succinct and evocative
- First paragraph is attention-grabbing
- At least one quote
- Website link somewhere

### ▶ Email

- First five words of subject line are catchy
- Email is personalized
- Press release is copied into email
- Press release is attached as a PDF
- Other press materials are also attached

### ▶ The Three Core Rules

- Did you focus on your own podcasts needs?
- Did you answer the five W's?
- Did you keep it short and snazzy?

