**Checklist – taking the brief**

*The more information you can get as part of the briefing, the better the campaign will typically be – and the more likely stakeholders’ expectations will be aligned with yours.*

**Overall**

* What are the timescales for the press release? (Asking this first defines what is and isn’t possible; if some activities are essential, for example a third-party endorsement, then timescales can be adjusted to suit.)
* Who is the main stakeholder?

**Press release content**

* What is the key point – the main message – of the press release?
* What are the supporting facts?
* Is there any research to support the release?
* Who from within the organisation would be the best spokesperson for the release?
* Who from outside the organisation could contribute to the release?
* Should the story be pitched in different ways to different outlets? What is the best angle for the media? What is the best angle for customers? What is the best angle for staff? Is there a different, more effective, angle for other audiences?

**Context**

* What are other companies/people doing that’s similar to the press release’s topic?
* Is there an upcoming event that would help with the timing of this press release?

**Outcomes and measurement**

* What is the desired outcome of the release?
* How will we measure the campaign/release?
* What can be done to boost response?
* Are the desired outcomes and measurement processes realistic and achievable?

**Search engine optimisation**

* What are the story’s main potential keywords?
* How does this fit into the organisation’s SEO strategy?

**Distribution**

* How is this story best communicated on social media? How many updates, over what period?
* How can the story be broken down into smaller updates for social media?
* What would encourage others to share the story?
* What additional content would benefit the story (images/video/infographics etc)?
* Which distribution lists should the story go to?
* Are there any influencers who should have an early or exclusive view of the story?
* Which newswires should be used to distribute the story?