**Preflight checklist**

*It’s never too late. Use a preflight checklist based on this one to assess whether your story is good to go, or could be improved.*

**The pitch**

* Has the right key point been identified and brought to the front and centre of the story?
* Are the supporting facts all in place? Are there too many?
* Will one release work for all audiences or would it be better to draft different versions?
* Does the press release have a clear call to action?
* Does the press release talk to the audience about their needs, goals and desires or does it glorify the organisation?
* Does the press release provide a resolution to a problem?
* Most of all: is this news? Is the story really newsworthy? Are the most newsworthy elements of the story clear enough? Is the impact of the story on others clearly explained?

**Campaign coordination**

* Are all different versions of the story ready to go?
* Are all supporting elements in place and ready – such as a landing page and additional media?
* Are all social media updates – and their media – ready?
* Have you talked to other lines of business and marketing teams about their potential involvement and about other campaigns they are running, to identify any synergy or clashes?
* Are mailing lists clean and ready to be used?
* Are all contacts mentioned within the release available for interview by outlets?
* Do you have a plan to follow up the release with key influencers?

**Quality**

* Are all approvals in place?
* Does the written style and language comply with the organisation’s content strategy?
* Has the story been proofread?
* Has the primary stakeholder signed off the story?