

Media Submission Checklist

Before sending your press release, use this checklist to ensure clarity, credibility, and professionalism.

Content Review

- Headline is clear, concise, and under 15 words
- Opening paragraph answers who, what, when, where, why
- Quotes add value and sound natural
- All names, titles, and dates are correct
- Links have been tested
- Spelling and grammar checked

Formatting & Attachments

- Document is one page (ideally)
- Contact details are clearly included
- High-resolution logo attached (PNG or JPG)
- Relevant images included (300dpi)
- Headshot provided if quoting spokesperson
- Files named professionally

Submission Best Practice

- Email personalised to journalist
- Short, professional message body
- Press release pasted into email (not attachment only)
- Sent during working hours
- Follow-up scheduled (once, after 3–5 days)

Prepared by The Kelu Project