Checklists for three types of press releases (always include an image if possible):

* Project announcements
  + Name of company
  + What the company does broadly
  + What the company will do at this facility
  + Primary company HQ location
  + Company context
    - Why are they expanding/moving?
    - Growing quickly?
    - Part of a growing industry?
  + Number of jobs
  + Types of jobs
  + Pay range, if possible
  + Square footage
  + Location
  + Timeline
    - Construction start date
    - Opening date
  + Incentives secured
  + Reasons company chose this location/business advantages
  + Quote from company
  + Organizations involved in recruitment
  + Summary of recent similar announcements (Is this part of a larger trend?)
    - Data to support this trend
  + Groundbreaking event? (If so, include time, date, place)
* Leadership announcements
  + Name
  + Title
  + Search process
  + Who are they succeeding?
  + Qualifications
  + Previous jobs
  + Quote from new hire about plans for the organization
  + Quote from hiring committee leader about new hire’s qualifications
  + Additional info on new hire
    - Community work
    - Volunteer positions
  + Start date
  + Professional headshot
* Strategy document/report releases
  + Identify author organizations
  + Summarize report/document
    - Who commissioned it?
    - What is its purpose?
    - What are the findings?
    - What kind of actions does it propose?
  + Identify top three-five takeaways
  + Who was involved in creating this document?
  + Quotes from stakeholders
  + Offer select details
  + Identify next steps (pilot projects, celebratory event, etc.)
  + Link to full report