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