

Press Release Questionnaire

- 1. Please describe any unique characteristics or attributes of your company or its products and services that you feel would be newsworthy.**
- 2. Please describe the main industry benefiting from your news story (and the impact it represents) and list any subsidiary industries that also benefit from this news story.**
- 3. What are the differentiating factors about your products and services that set you apart from the competition?**
- 4. Beyond your news story, what additional aspects of your company do you want to promote? (Growth, new products, new markets, new offices/locations, etc.)**
- 5. Who is your target audience and why?**
- 6. If your target audience is not using your products or services, what are their current actions? (Are they using another company, are they knowledgeable about your product or service uses, etc.)**
- 7. How can we help change your target audience's current actions? (By educating audiences, raising awareness, talking up points of differentiation, etc.)**
- 8. Does your company currently have any key messaging that you include in all of your marketing materials (such as tag lines, key points, specific facts about your products' performance)?**
- 9. What type of public relations tactics has your company utilized in the past two years?**

10. If your company has a current public relations program, about how often do you release press releases to the media?

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13. Please list or attach any publications and contacts you currently send your news to.

14. Do you currently post news on your company website?

15. Do you have any new products coming out? Please describe.

16. Have any of your products been improved in the past year? Please describe.

17. Does your company have any upcoming events or significant trips planned?

18. Was your product or service used in a unique way in the past year? Please describe.

19. Did any new products come out in the past year? Please describe.