

48 Hour PR

Press Release Questionnaire

1. Company/Organization Name
2. Company/Organization Contact
 - a. Name & Title
 - b. Phone
 - c. Email
3. Company Information
 - a. Where are you located
 - b. How long have you been in business?
 - c. Mission statement
 - d. Unique Selling Position
4. Press Release Contact
 - a. Name & Title
 - b. Phone
 - c. Email
5. What is the date for the Press Release
6. What is the purpose of press release announcement? (Pick 1)
 - a. New Company
 - i. Who are the owners & what's their background or experience?
 - ii. What is the purpose of the company, what are you selling

iii. What makes you different

b. New Product or Service

i. What is it, what makes it valuable to consumers

ii. When is it available to the public?

iii. What are the three key features?

iv. What are the three key benefits?

c. Event

i. Who, What, When, Where and Why

d. Personnel/Staffing

i. Who and Why

ii. What is their role

7. What is unique and what makes it newsworthy?

8. Do you have a 3rd party quote? If yes, please include.

9. Do you have a company quote? If yes, please include.

10. What are the three key messages you want to communicate from the release?

After completing the questionnaire, please save a copy for your files and email to **orders@48hourpr.com** with your company name in the subject line. Thank you for your order.