

Press Release

Questionnaire -

Template Ver. 1.4



Company Name: <Enter Company Name>

Product Name: <Enter Product Name>

- Date: <Enter Date>
- Contact: <Enter Your Name>
- Organization: <Enter Organization Name>
- Location: <Enter Location>
- E-mail: <Enter Email Address>
- Telephone: <Enter Telephone Number>

Document Revision History:

Date	Revision	Revised By	Approved By
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1. Introduction

1.1. Document Objective

This document details a list of questions that when answered, allow Product Management to provide targeted information that enables Marketing Communications to write effective press releases.

2. The Press Release Questionnaire

2.1. Section Objective

This section describes the Press Release Questionnaire.

2.2. Press Release Questionnaire

- What's the one thing you want readers to understand from this press release?
 - <Enter text.>
- What are the three key messages that you want to communicate with this press release? (Options include: product, competitive, market, industry, etc).
 - First message: <Enter text.>
 - Second Message: <Enter text.>
 - Third Message: <Enter text.>
- What are the supporting data points for the above messages?
 - Data points for the first message: <Enter text.>
 - Data points for the second message: <Enter text.>
 - Data points for the third message: <Enter text.>
- Is this a product release? Yes No
 - Product formal name / Primary listing: <Enter text.>
 - Product trademark: <Enter text.>
 - Product's informal name / Subsequent listings: <Enter text.>
 - Product's estimated list price: <Enter text.>
 - Product's general availability date: <Enter text.>
- What are the product's three key benefits?
 - Benefit to customers: <Enter text.>
 - Benefit to partners: <Enter text.>
 - Benefit to company: <Enter text.>
 - Benefit to customers: <Enter text.>
- What are the product's three key features?
 - Feature Number 1: <Enter text.>
 - Feature Number 2: <Enter text.>
 - Feature Number 3: <Enter text.>
- Who will be quoted from the company?
 - <Enter name, phone, title, email.>
- What principal message will be communicated through this quotation?
 - <Enter text.>
- What third parties can be quoted in this release?
 - <Enter name, phone, company, title, email, affiliation.>