

FEEDBACK PRESS RELEASES

feedback given by:

feedback on the press release written by:

Checklist

Topics

- The pr focuses on what's newsworthy.
- The pr contains just the right number of details.
- The pr sounds credible: not too pushy or promotional.
- The reader receives sufficient background information on the case.
- The reader receives sufficient background information on the company.
- The pr is not too long and not too short.

Preformulation

- The pr is fully preformulated.

Structure

- The headline is clear and focused.
- The lead is complete.
- The other paragraphs are interesting.
- The boilerplate is informative

Reference

- Reference to Bodam Bottling Company is fully preformulated.

Quotes

- The pr contains one or more interesting quotes.

Crisis communication

- The pr meets the requirements of effective crisis communication.

Language

- The language is correct.
- The language is clear.
- The language is attractive.

Feedback

Write a short text of 100 to 150 words in which you provide feedback on the press release using some of the points mentioned above. In addition, write down more detailed comments (from spelling mistakes to inadequate word choice) on a hard copy of the press release.