Describing a suspect or a vehicle:

Date
Time
Location Direction of Travel
Weapons used or seen

Suspect Information:
Male/Female
Race
Adult/Juvenile/Approximate Age
Height/Weight
Hair Color
Eye Color
Mustache, beard, sideburns or other facial hair
Tattoos, scars or other identifying marks
Gait, limp or amputations

Clothing:
Hat
Glasses
Shirt type/color
Pants type/color
Shoes

Automobile Information:
Make/Model
Color
Year
Body style (2-door, 4-door, convertible, truck, etc.)
License plate number
Distinguishing features (spoiler, racing stripes, tinting, damage, etc.)