eReleases

Press Release Distribution

Press Release Pre-Launch Checklist

Use this before you send a release. The goal is simple: catch weak angles, missing facts, broken links, and internal surprises before the news goes public.

1. Confirm the news

- ☐ The release announces something specific: launch, milestone, partnership, event, funding, report, customer win, or leadership change.
- ☐ You can explain the news in one clear sentence.
- ☐ There is a timely reason to publish now.

2. Check the headline and lead

- ☐ The headline says what happened without sounding like an ad.
- ☐ The first paragraph answers who, what, when, where, why, and why it matters.
- ☐ A busy reporter can understand the point in ten seconds.

3. Verify every fact

- ☐ Names, titles, dates, locations, URLs, prices, stats, and product details are correct.
- ☐ All links work and point to the right pages.
- ☐ A fresh reviewer checked the release for accuracy.

4. Review quotes

- ☐ Quotes sound like real people, not formal filler.
- ☐ Each quote adds context or meaning.
- ☐ Anyone quoted has approved the final wording.

5. Prepare media assets

- ☐ Logo, product images, screenshots, headshots, or supporting visuals are ready.
- ☐ Files are high-quality and easy for media to access.
- ☐ Captions or short notes explain what each asset shows.

6. Align the team

- ☐ Leadership, sales, customer service, and quoted sources know the release is going out.
- ☐ The team knows how to answer basic questions about the announcement.
- ☐ A single person owns final approval.

7. Plan follow-up

- ☐ You have a short, relevant media list.
- ☐ Your follow-up note explains why the story fits each audience.
- ☐ Someone is ready to respond quickly to media replies.

Final check

- ☐ The best releases are clear before they are clever.
- ☐ Before you launch, make sure the story is timely, accurate, easy to understand, and easy to cover.
- ☐ A small pause now can prevent a public correction later.