

Press Release Approval Checklist

A printable review tool for small teams before distribution



eReleases

Downloadable checklist asset

Use this before sending a press release to a wire service, journalist list, customer, partner, or internal approver.

1. Confirm the news

- ☐ The announcement has a clear event, milestone, launch, hire, award, result, or change.
- ☐ The release explains why the news matters now.
- ☐ The audience affected by the news is clear.

2. Check the headline

- ☐ The headline says what happened in plain language.
- ☐ It includes the company name and the main announcement.
- ☐ It avoids hype, slogans, and vague teaser language.

3. Review the lead paragraph

- ☐ The first paragraph answers who, what, when, where, why, and how when needed.
- ☐ The news appears before background or promotional language.
- ☐ A journalist can understand the story in seconds.

4. Verify every fact

- ☐ Company, product, executive, partner, and customer names are spelled correctly.
- ☐ Titles, dates, locations, prices, statistics, links, and claims have been checked.
- ☐ The media contact name, email, and phone number are correct.

5. Approve quotes

- ☐ Quotes sound human and add context.
- ☐ Quotes avoid empty phrases like "thrilled," "cutting-edge," or "game-changing."
- ☐ Each quoted person has reviewed and approved their quote.

6. Confirm permissions

- ☐ Customers, partners, investors, award groups, or outside organizations have approved mentions.
- ☐ Any testimonials, results, or shared claims are cleared in writing.
- ☐ Images, logos, and attachments are approved for use.

7. Review tone

- ☐ The release is confident, not inflated.
- ☐ Specific proof supports major claims.
- ☐ Ad-like language has been removed or toned down.

8. Check formatting

- ☐ The release includes a dateline, short paragraphs, boilerplate, and media contact.
- ☐ Links work and point to the right pages.
- ☐ There are no comments, tracked changes, broken spacing, or old draft notes.

9. Name the final approver

- ☐ One person owns the final yes or no.
- ☐ The final approver has checked accuracy, message, permissions, and distribution readiness.
- ☐ The approved final version is the only version sent for distribution.

Final approval

Approved by: _____ Date: _____ Version: _____

- ☐ **Ready for distribution** Final file checked, approved, and saved in the correct location.

Tip: Approval should make a press release clearer and more accurate, not safer and weaker.

