



## 5 Ways to Improve Your Press Release Review Process

In the haste of getting a press release out before an industry event, companies often bypass standard review processes. This can result in stakeholders who aren't in the loop, and may not even be aware that a press release was issued. As a result, they don't have adequate time to prepare for incoming questions from board members, investors, and analysts.

To avoid this situation and make sure your team is always on the same page regarding new press releases, make sure to implement these strategies.



**1. Establish a process for issuing releases** that specifically includes signoff from all key executives — especially those who might be in a position to respond to the release. Use it for every single release, regardless of how seemingly routine the content.



**2. Determine in advance the ideal timing for any release** and have regular discussions about what it will take to hit the deadline. For example, are you including another company's name or a quote in the release? If so, you likely need to factor in time for their review and approval cycle.



**3. Identify a single person who owns the draft** and is responsible for gathering all the required input, edits, and final signoffs. Based on release content and your company's guidelines, consider including the C-suite, outside counsel, auditors, other organizations named in the release, and your IR and/or PR counsel.



**4. Identify a single person responsible for giving the final approval.** Typically, this will be the CEO, CFO, or general counsel. Make sure this is documented before it goes to the wire service for final release.



**5. Create a "safety net"** that reconfirms with the internal team what is about to be made public. At ICR, we have a team that is responsible for issuing the final release. We confirm that NASDAQ or the NYSE (if required) will get an advanced copy of the release. We also confirm in an email to the internal executive team with the date/time of release with a copy of the final release attached.

ICR can help you optimize your PR and investor relations. **Contact us** to learn more.

