

News Release Review and Approval Process Planning Checklist

Have you been asked to send a news release for your OU or Society?

Refer to this document when coordinating with the corporate communications team on the creation, review and approval of news releases. A news release should be viewed as a single component within a communications mix of a larger story or campaign. Please note, if the request has a specific target audience, a press release may not be the right approach.

Communications Planning and Approvals

IEEE Corporate Communications must review and approve all IEEE news releases.

IEEE operating units working with volunteers to promote IEEE initiatives, conferences, Society activities, products, etc. should alert the corporate communications team, which can provide counsel regarding content and distribution.

The IEEE staff lead working on the news release is tasked with working with the subject matter expert (volunteer or staff) to ensure that the content contained in the news release is correct; however, IEEE staff will provide input on positioning to ensure alignment with the IEEE mission and overall subject matter in case of any media sensitivities or other concerns.

To begin the writing process for a press release, it is **highly recommended** to start the news release planning process as early as possible to allow enough time for drafts, feedback, revisions and approvals. Below are some suggested guidelines:

- **Start** initial planning 30-45 days prior to intended initial distribution date
- **Notify** corporate communications of subject of news release, goal and intended distribution date 30-45 days prior
- **Allow** 5-10 days for corporate communications review for input/adjustments (this may take longer depending on how quickly responses from all parties are received)
- **Quotes** to be limited to 2 per release; if there are multiple companies included; 1 per company; It is recommended to use 40-50 words (or 4-5 lines) for a quote. Quotes should be strategic in

nature, describing the importance of the subject (not just “we are happy to announce.”) Focus on the “why” and the impact to humanity, or overall.

If there are challenges during this press release process, please alert the Corporate Communications team.

News Releases with Outside Collaborators

When working on an initiative with another organization, a news release may be discussed as part of the terms of the agreement. Publicity obligations should be specifically noted.

When writing a news release that involves another party, please note the following:

- Use of the word “partnerships” is only permitted in select circumstances – IEEE legal can provide additional guidance.
- This term is normally only used when the agreement covers a significant financial investment and/or numerous partnership activities. Publicity obligations **should be noted** in the agreement.

News Releases with External Vendors (Endorsement of Services)

In some cases, an outside vendor (e.g. a software company that provided services to IEEE) may want to issue a news release about the working agreement. Issuing/participating in a news release involving an outside vendor **is not permitted**. A news release may make it appear as if IEEE endorses the vendor or company. If there are any questions, please contact IEEE Corporate Communications.

After News Release is Finalized

Send a final copy of the news release to corporate communications at least two days prior to distribution date, (if possible) to allow time to be posted and released in the IEEE.org [newsroom](https://www.ieee.org/newsroom).

News Release Distribution

- PR Newswire Distribution -- IEEE Corporate Communications has an account with PR Newswire and can work with staff members to obtain costs, select lists and send the news release. This typically costs between \$500-\$2,000 depending on length of release and scope of outreach. (International distribution can cost at least \$10,000). Corporate Communications would charge back the appropriate cost center.
- Individual Reporter Outreach -- If the desire is to send the release directly to a targeted list of publications, this will require a project with the IEEE Public Relations Agency of Record. Corporate Communications can work with staff to determine costs, target audiences, etc. For more information on [how to manage the media](#), or for additional direction, contact Corporate Communications at corporate-communications@ieee.org.
- [Consult the News Release Checklist](#)