**External approval for press release sign-off**

*Getting approval from third parties for content within press releases can be problematic, as your publicity isn’t likely to be their top priority. Follow up e-mails with calls, be positive and polite, but be clear about deadlines. Only send the entire press release if it is appropriate to do so – in many circumstances third parties only need to approve their quote and the text which supports it. Unlike internal, implicit approvals (where you can provide a date by which any lack of response is taken as an approval), it’s important to obtain explicit approvals for third-party contributions.*

E-mail subject:

Final review of press release: [title]

E-mail body:

Hi [recipient’s forename]

Please find attached the final draft of our press release: [press release heading] for your approval.

Could you please review this document to ensure that you are happy with it?

The press release is scheduled to be sent out on [date], so I really need any comments on or before [date].

I appreciate that this will take a few minutes of your time, and we’re very grateful for your support and contribution.

I’ll give you a call shortly to follow this up.

Kind regards

[Your name]

[Phone number]

[Social media URLs]