



FEDERAL HOME LOAN BANK OF INDIANAPOLIS  
*Building Partnerships. Serving Communities.*

## NEWS RELEASE

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### **NEWS RELEASES: TEN HELPFUL HINTS**

- 1) Begin release with contact information, date, location of project and company letterhead/logo
- 2) Identify the who, what, where and when
- 3) Use a reverse triangle method
  - a) most important information at the beginning funneled down to the least important
- 4) Double or 1.5 line spacing
- 5) Limit release to two pages
- 6) Use compelling quotes from top executives, officials or representatives
- 7) Always include a general “boilerplate” at end of release
  - a) General information about organization, founding date, service areas
  - b) Web site link or contact information
- 8) Send in a timely matter, old news is no news
- 9) Follow-up after sending to media!
- 10) Contact Kathy at (317) 465-0370 or [kcrumpton@fhlbi.com](mailto:kcrumpton@fhlbi.com) for editing and other assistance