

Appendix 3 – Model Press Release to Recruit Members

FINAL – May 30, 2013

*Note: Refer to press release format guidelines and process on next page.*

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Contact: *[Insert name of SITE communications staff]*, PHONE, EMAIL (if desired)  
*[Optional, insert name of SITE advisory council coordinator, PHONE, EMAIL (if desired)]*

**NOAA’S *[site]* National Marine Sanctuary seeks advisory council applicants**

NOAA’s *[site]* National Marine Sanctuary is seeking applicants for *[insert #]* primary seats and *[insert #]* alternate seats on its advisory council. The council ensures public participation in sanctuary management and provides advice to the sanctuary superintendent.

*[Optional: Insert quote / quote example below]*

*“The members of our advisory council represent an extremely important element of our community,” said sanctuary superintendent XXX. “Their input, experience and expertise assist the sanctuary in making informed and timely decisions on how to best manage our wildlife and habits.”*

The sanctuary is accepting applications for the following seats: *[insert seats (and positions)]*.

Candidates are selected based on their expertise and experience in relation to the seat for which they are applying, community and professional affiliations, and views regarding the protection and management of marine resources. Applicants who are chosen as members or alternates should expect to serve a *[insert #]*-year term.

*[Optional, if quote included]*

The advisory council consists of *[insert #]* primary and alternate members representing a variety of public interest groups. It also includes *[insert #]* governmental seats representing *[insert agencies]*.

Applications are due *[insert date]*. To receive an application kit, or for further information, please contact *[insert name, title]* via e-mail at *[insert email]*; by phone at *[insert phone #]*; or by mail at *[insert address]*. Application kits can also be downloaded from the sanctuary’s web site at *[insert web address, if applicable]*.

*[Insert paragraph describing the sanctuary]*

NOAA’s mission is to understand and predict changes in the Earth’s environment, from the depths of the ocean to the surface of the sun, and to conserve and manage our coastal and marine resources. Join us on [Facebook](#), [Twitter](#) and our other [social media channels](#).

# # #

On the Web:

\_\_\_\_\_ National Marine Sanctuary: [http://\\_\\_\\_\\_\\_.noaa.gov](http://_____.noaa.gov)

NOAA Office of National Marine Sanctuaries: <http://sanctuaries.noaa.gov>

Press release format guidelines to recruit council members:

- ❖ *Font: Arial, 11 pt*
- ❖ *Single-spaced; double-space between paragraphs*
- ❖ *Margins: 1 inch left/right, 0.5 inch top/bottom*
- ❖ *Headline: Bold, first word and proper nouns capitalized, everything else lower case*
- ❖ *Blank word document, no letterhead*
- ❖ *DRAFT at top of the page*
- ❖ *NOAA boilerplate language and web addresses must be included*

Press release process to recruit council members:

- ❖ *Use template, fill in blanks, add important information not included*
- ❖ *Format according to above guidelines*
- ❖ *Submit to the National Advisory Council Coordinator, with a cc: to the National Media Coordinator (and West Coast Media Coordinator, for those sites in the West Coast or Pacific Islands Region) by January 1, April 1, July 1, or October 1*
- ❖ *Clearance will come from National Media Coordinator*
- ❖ *Final release will come back on NOAA letterhead*
- ❖ *Send out to local media list and sanctuary email constituent list (coordinate with site media coordinator)*
- ❖ *In addition, consider the following:*
  - *Superintendent sends personally with note to individuals that may be good candidates*
  - *Send to community leaders with a note that they forward to good candidates or provide recommendations to the site*
  - *Send to civic groups and organizations with a request they forward to their constituent/membership list*