

Appendix 4 – Model Press Release to Announce New 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 appoints new advisory council members**

NOAA’s *[site]* National Marine Sanctuary announced *[insert #]* new primary members and *[insert #]* alternate members to serve on its advisory council. The new appointees bring a valuable range of experience to the council, a community-based body that provides sanctuary staff with input and recommendations on sanctuary programs and management.

*“[Insert quote about selected members],” said [insert name], sanctuary superintendent. “[Insert continued quote].” [Example quote: “The sanctuary advisory council is an important link between sanctuary management and user groups and communities,” said [insert name/title]. “Through the council, varied and diverse communities have a voice in helping the sanctuary manage its marine protected areas.”]*

The newly appointed advisory council members are *[insert names and seats/positions]*.

Established in *[insert year]*, the *[site]* National Marine Sanctuary Advisory Council provides advice and recommendations on managing and protecting the sanctuary. The council is composed of *[insert #]* government and *[insert #]* non-governmental representatives. Serving in a volunteer capacity, the council members represent a variety of local user groups, as well as the general public. Sanctuary advisory council primary and alternate members serve *[insert #]*-year terms and meet *[insert #]* times per year in public sessions.

*[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 announce new council members (including alternates):

- ❖ *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 announce new council members (including alternates):

- ❖ *Use template, fill in blanks, add important information not included*
- ❖ *Format according to above guidelines*
- ❖ *Submit to the National Media Coordinator (and West Coast Media Coordinator, for those sites in the West Coast or Pacific Islands Region)*
- ❖ *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*