

INDIANA BANKERS ASSOCIATION NEWS RELEASE GUIDELINES

The Indiana Bankers Association proudly accepts news releases and other updates from its bank and associate members for consideration to run in its Hoosier Banker magazine and other publications. Below are general guidelines on the types of releases the IBA accepts and what information to include.

BANK NEWS RELEASES

Community Service

- » who/what organization was helped
- » what/where/when activities/fundraising took place
- » how the project was implemented
- » why the bank is engaged

Awards & Honors

- » name of the award/honor
- » where/when/why the award/honor was presented
- » how the winning activity was implemented
- » who was involved with the winning activity
- » why the bank is engaged in the activity

New Banking Centers

- » name of new banking center
- » opening date & location
- » celebratory activities related to opening
- » total square footage
- » services/amenities offered at new center
- » days/hours of operation

Bank Anniversaries (20+ only)

- » date of bank anniversary
- » number of years in operation (Hoosier Banker only runs 5-year increments - 20, 25, 30, 35...)
- » celebratory activities related to anniversary
- » tidbits of bank history

INDIVIDUAL BANKER NEWS RELEASES

Types

- » promotions
- » new hires
- » awards & honors
- » anniversaries (milestones of 20+ years)
- » new board members
- » retirements
- » obituaries

Details May Include

- » name
- » current title
- » previous titles
- » year they joined your bank
- » total years of banking experience
- » other work experience
- » professional affiliations
- » community service
- » awards & honors
- » military service
- » post-secondary education
- » professional certifications/designations

FOR ALL NEWS RELEASES

Please Include

- » date
- » full name of bank
- » contact information
- » hi-res (300dpi) photo(s) with caption, if available

Questions

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