



Indiana Bankers Association **News Release Guidelines**

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 honor/award
 - where/when/why the award/honor was presented
 - how the activity was implemented
 - who was involved with the winning activity
 - why the bank is engaged
- new banking centers
 - name of the new banking center
 - opening date & location
 - celebratory activities related to opening
 - square footage total
 - services/amenities offered
 - days/hours of operation
- bank anniversaries
 - date of bank anniversary
 - number of years of operation
 - celebratory activities related to anniversary
 - tidbits of bank history

sample wording

XYZ Bank Supports [Community Cause]

XYZ Bank, Headquarters Town, is supporting the community through [service] and [donation] to [community group], a nonprofit organization which [brief description]. Since [month/year], bank personnel have been [activity/fundraising] for [community group]. The goal is [reason for support].

[May offer details about outreach: who is involved, what activities took place, where and when service is being provided, how the project is being implemented, why the bank has engaged.]

Each year, XYZ Bank devotes an estimated [number] hours of service and donates approximately \$XXX in support of the communities it serves. Additional outreach projects include [list of projects].

[Quote from bank president/CEO.]

INDIVIDUAL BANKER NEWS RELEASES

- promotions
- new hires
- awards & honors
- anniversaries with current bank (*multiples of 5, minimum of 20 years*)
- new board members
- retirements
- obituaries

Details to include, when applicable:

- name
- current title
- previous title(s) with the same bank
- year joined the bank
- total years of banking experience
- non-banking work experience
- professional affiliations (e.g., association memberships and leadership positions)
- community service
- significant awards & honors
- military service
- post-secondary education (college, trade schools, professional certifications, etc.)

sample wording

[Name] Promoted to [Title] at XYZ Bank

[Name] has been promoted to [title] at XYZ Bank, Headquarters Town, in the [functional area] department, effective [date]. He/She/They joined the bank in [year], including time as [previous titles]. [Last Name] has [number] years of total banking experience.

[Last Name] volunteers with [organizations] and has been recognized with [awards/honors]. A veteran of the U.S. [military branch], he/she/they earned a bachelor's degree from [university] and a [master's degree, MBA, JD] from [university].

[Quote from bank president/CEO.]

FOR ALL NEWS RELEASES

- date of release
- full name of bank
- contact information
- hi-res photo with all pertinent caption details (names, location, date)

For questions or more information, please email HB@indiana.bank or contact Evan Hoffmeyer, IBA vice president of communications, at 317.333.7143 or EHoffmeyer@indiana.bank.