



Press Release

Date: Jan. 28, 2004

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COAST GUARD AUXILIARY PRESS RELEASE TEMPLATE

WASHINGTON – The Department of Homeland Security has directed that each agency adopt a new, standardized press release format. As “public facing entities,” the Coast Guard and Secret Service are authorized to keep their separate identities on the template. The Coast Guard Auxiliary is adopting this modified version of the Coast Guard’s template, which should be used for all future Coast Guard Auxiliary press releases.

The headline for the press release shall be ALL CAPS.

Contact information shall consist of a name, the appropriate Auxiliary entity telephone number and e-mail address.

Releases that run more than one page should have the symbol “-- more -- ” centered at the bottom of the page, with the following pages numbered at the top center (“-2-”, etc.), and the final page displaying the symbol “### ” centered below the last paragraph.

Be sure to include a closing paragraph directing a reporter or editor to more information on your Flotilla, Division, etc., such as:

For over 60 years, tens-of-thousands of men and women of the Coast Guard Auxiliary have spent millions of volunteer hours helping the Coast Guard carry out its missions. For more information on America’s Volunteer Lifesavers, visit our website at: <http://www.cgaux.org/>

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