

## **PRESS RELEASE TEMPLATE**

Use the Press Release Template to advise your local residents about blackouts and power outages. The format of the press release will already be set for you, meaning all you will need to do is insert your agency's letterhead, contact information, and details specific to the disaster or incident affecting your local residents.

The template contains important safety tips and information that you should consider including in the press release. Choose safety information and tips that are most relevant to your message and your intended audience.

### **Distributing Press Release**

Save the Press Release as a PDF (Portable Document Format) and distribute it to your local and regional media sources.

If you need assistance contacting statewide media sources, contact your Homeland Security and Emergency Management (HSEM) Field Representative, or contact the HSEM Community Outreach Office using the contact information included below.

## **POWER OUTAGES/BLACKOUTS PREPAREDNESS GRAPHIC TEMPLATES**

Power outages/blackouts preparedness graphic templates are available. After adding your local information to the templates, these graphics can be printed and displayed around your community, or they can be converted into a JPG or PNG (image file) for social media use.

### **Turning Graphics into an Image File**

Once you have finished editing your graphic, use these steps to turn the graphic into a JPG or PNG file:

1. Click the File tab and select "Save As."
2. Select the destination folder.
3. Choose a file name
4. Select "JPEG File Interchange Format" or "PNG Portable Network Graphics Format" from the Save As Type drop down.

## **TALKING POINTS TEMPLATE**

Use the Talking Points Template to help you identify your messaging strategy during a press conference, interview, or when answering questions from your local residents. The template also features recommendations for effective communication and for answering tough questions.

## **QUESTIONS**

If you have any questions or need additional assistance, contact your HSEM Field Representative or ask for the Community Outreach Office at 603-271-2231 during regular business hours.