

Requesting department to share the following details that will help in drafting the press release



<mast head with a picture of ISB’s campuses at Hyderabad and Mohali >  
(optional)

**<Headline –Main objective/message of the release>**

**<Sub-headline1- key message/highlight point of the release.>**

**<Sub-headline2- key message/highlight point of the release > (if required)**

**<Hyderabad/Mohali, mm,dd,yy>**:<Introduction- Introduction paragraph should be a natural flow to the Headline/Sub-headline. Introduction paragraph comprises information on objective of press release and key messages.

- **Objective** - Why of the news announcement
- **Target Audience** - Who is the news aimed at?
- **Highlights** - Important highlights of the announcement , partnerships, funding details etc
- **Quote 1**- Quote will be about the objective of the announcement and how it fits in with the school’s mission vision and how it will contribute to making an influence on the external world
- **Quote2** - Second Quote will be on the operational aspects desired impact
- **Details** - Information on relevant trends, current context in the relevant industry, important data points etc – anything that will fortify the messaging.
- **Conclusion** - Tactical details of the announcement along with timelines, relevant links for more details.
- **Photographs**
- **About the Institute/Centre/Programme>**

Once the press release has been drafted, Marketing and Communications will share the release with the requesting department for factual accuracy and approval.

Please refer to the SLA for disseminating a press release, for more information and timelines.