

# Press Release Best Practices

Include logos for all companies involved.

Use a subhead to reiterate and expand on the topic of your release, if needed.

Always include a dateline, which consists of location and distribution date.

The first paragraph should have the most important information - Who, What, When, Where, and Why.

Include a quote from executive leadership to provide a personal touch and further reiterate the point you are trying to make.



Always include a media contact for reporters to reach out to if they have any questions or are interested in covering the story.

**MEDIA CONTACT**  
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## **Pierpont Promotes Two to Senior Vice President** *Firm Invests in Veteran Leaders Elysa Nelson and Dave Stump*

**HOUSTON – (Jan. 21, 2021)** – Pierpont Communications announced today the promotions of Elysa Nelson to senior vice president and Dave Stump to senior vice president, business development. Nelson and Stump join a group of eight Pierpont employees across the firm's network who have been promoted over the past year as part of the company's continued commitment to fostering talent from within.

Nelson joined Pierpont in Houston in 2015 and is a trusted advisor to her clients, bringing more than 15 years of experience in nonprofit, agency, and corporate communications. Among her many achievements, she has helped build Pierpont's San Antonio presence by welcoming major local brands in retail, professional services, refining and more to the firm.

"Elysa leads multiple large, integrated client engagements across the U.S. while serving as a trusted mentor to several of our professionals. Elysa can always be counted on to go the extra mile to ensure the best of Pierpont is represented in the marketplace," said Clint Woods, Pierpont COO.

Stump, who joined Pierpont in Houston in 2014, is focused on developing and nurturing client relationships and aligning engagement strategies to support client objectives. He brings more than three decades of experience to the firm, having previously held executive leadership positions at leading digital agencies and senior marketing positions at industry vertical leaders.

"Dave is a tireless advocate for our brand and our clients. He has played a central role in elevating our marketing and sales efforts while providing meaningful counsel to clients who seek Pierpont's guidance to improve their business performance," said Woods.

### **About Pierpont Communications**

Pierpont is the largest independent public relations, marketing, digital and public affairs firm in Texas, serving clients regionally, nationally and globally. In addition to its teams in Houston, Dallas, Austin and San Antonio, Pierpont's teams in Princeton and Cincinnati reach clients throughout the Northeast and Midwest corridors. For over 34 years, Pierpont has represented the country's most influential brands in energy, healthcare, manufacturing and industrial, technology, retail and more. Industry experts at Pierpont specialize in a variety of communications consulting areas, including media relations, reputation management, corporate communications, crisis management, digital marketing strategy and more. To learn more, visit [www.piercom.com](http://www.piercom.com).

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Use an eye-catching headline that will hook readers right away. Consider using numbers if possible to provide tangible value.

More minor details should be added in towards the end of the release.

Link to external resources to provide additional supporting info and drive traffic back to your website.

Always include a standard boilerplate paragraph for every company featured in the release.