

## **Local Workforce Notice LWN-02**

**TO:** All System Partners  
**FROM:** Benton-Franklin Workforce Development Council  
**EFFECTIVE DATE:** September 29, 2020  
**RE:** Elements of a Press Release

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### **Purpose**

The purpose of this memorandum is to provide guidance for writing an effective press release.

### **Elements of a Press Release**

- Agency Logo, Headline or Title, and Equal Opportunity Tagline;
- Date and location (Kennewick, WA., Month XX, 20XX);
- A summary describing the key points answering the W's of Who, What, When, Where, and Why;
- The main body of the press release providing all details and necessary contact information for the public;
- Signal the end of the press release with the following symbol - ### - center at the bottom of the page;
- Contact information for press only;
- Visuals (e.g., a picture) describing the content (optional).

### **Example**

See page 2.

### **Template**

See page 3.

## ***Help is here!***

Kennewick, WA., September 29, 2020.

The Benton-Franklin Workforce Development Council (BFWDC) is committed to contributing to solutions related to the COVID-19 disaster and address the impacts of widespread unemployment by obtaining resources that support getting people back to work. In collaboration with the Washington Workforce Association (WWA), Employment Security Department (ESD), and other stakeholders, the BFWDC secured more than \$1 million through two National Dislocated Worker Grants from the U.S. Department of Labor.

***The Disaster Recovery National Dislocated Worker Grant*** will help aid the Benton and Franklin community by providing temporary employment opportunities to workers who are laid off as a result of the pandemic. These job opportunities will respond to or mitigate the effects of the COVID-19 disaster by offering temporary employment in positions within sanitation and clean-up, delivery services, food bank support, childcare workers, and other humanitarian aid positions. The grant will also assist laid-off workers with:

- Job search and placement into jobs on the state's COVID-19 essential jobs list and other high- demand occupations.
- Short-term job readiness training.
- Long-term training to help people enter secure careers as the economy recovers.

***The Employment Recovery National Dislocated Worker Grant*** will provide re-employment assistance and short-term or longer-term training opportunities to help permanently laid-off workers. Eligible individuals will gain the skills and education needed to be prepared for economic recovery and obtain family-sustaining employment into in-demand occupations.

To access these resources, please contact us!  
Programs' Contact: 509-xxx-xxxx

***While we are currently closed to the public due to the COVID-19 pandemic, all services are available virtually. Our Employment Specialists are ready to help you with your job search today.***

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For press only

Jamilet Nerell

509-xxx-xxxx

Email address: [xxxxxxx@xxxx.com](mailto:xxxxxxx@xxxx.com)

Your Logo Here



***Title***

Location and Date

Summary

Main Body

To access these resources, please contact us!  
Programs' Contact: 509-xxx-xxxx

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