

PRESS RELEASE GUIDELINES

NEW FELLOWS

We share the excitement of your advancement! Enclosed is a sample press release that you may use to highlight your Fellow status in the American College of Healthcare Executives. Your organization's public relations professional can provide guidance on style and formatting. Following are several ways that may help increase your chances of being featured in a chosen publication. We recommend that you retype the release on your letterhead and distribute copies to the appropriate media and organizations. Your mailing list might include:

- Local newspapers (try your local library or newspaper Web site for submission addresses)
- Alumni, graduate and undergraduate associations and programs
- Organizations in which you hold membership, particularly if they have a newsletter
- Local and state healthcare associations

Here are some tips that may help to make your release a success:

- Print your release on good-quality 8½ x 11 inch paper. Use a high-quality copier or printer.
- Include the name of the writer of the release or the person responsible for the organization's public relations effort. Type "Contact" in the upper right-hand corner of the page followed by the contact's name and information. Then type the words "FOR IMMEDIATE RELEASE" four lines above the headline. Indicate the date you want the release to be printed. For example:

Contact: [Name]
 [Organization]
 [Phone number]
 [E-mail address]

FOR IMMEDIATE RELEASE

- You may want to change the title of the release to adapt it to your local media.
- If your release runs more than one typed page, type the word "more" at the bottom center of the page. When you reach the end of the release, type the word "end" or ###.
- In every case, check the style of the publication for which you are writing. Each publication has its own rules on capitalizing titles and using numerals or numbers. Many publications offer press release guidelines and some accept online submissions as well.
- You also may want to send a 5 x 7 inch, black-and-white, glossy, head-and-shoulders snapshot of yourself along with the release, particularly to places where it is likely to be published. Be sure to include your name and title on the back of the photo, or write a caption on a black piece of paper and fold it over the photo if you would rather not write on the photo itself.
- Keep in mind that editors have the authority to adjust the verbiage and angle of the press release and will often cut information due to space limitations.

If we can be of further help, please contact the Division of Membership at (312) 424-9400. Please keep in mind that ACHE cannot distribute your individual press release. Once again, congratulations!

Contact: [Name]
[Organization]
[Phone number]
[E-mail address]

FOR IMMEDIATE RELEASE

Local executive earns top healthcare management credential

CHICAGO, [Date]—[First name, middle initial, last name], FACHE, [formal title], [organization], [city, state] recently became a Fellow of the American College of Healthcare Executives, the nation's leading professional society for healthcare leaders.

“Because healthcare management ultimately affects the people in our communities, it is critically important to have a standard of excellence promoted by a professional organization,” says Thomas C. Dolan, PhD, FACHE, CAE, president and chief executive officer of ACHE. “By becoming an ACHE Fellow and simultaneously earning board certification from ACHE, healthcare leaders can show that they are committed to providing high-quality service to their patients and community.”

Fellow status represents achievement of the highest standard of professional development. In fact, only 7,500 healthcare executives hold this distinction. To obtain Fellow status, candidates must fulfill multiple requirements, including passing a comprehensive examination, meeting academic and experiential criteria, earning continuing education credits and demonstrating professional/community involvement. Fellows are also committed to ongoing professional development and undergo recertification every three years.

[Last name] of [organization in city, state] is privileged to use the FACHE credential, which signifies board certification in healthcare management and ACHE Fellow status.

For more information regarding the FACHE credential, please contact the ACHE Division of Membership at (312) 424-9400 or membership1@ache.org, or visit the Credentialing area of ache.org.

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The American College of Healthcare Executives is an international professional society of more than 30,000 healthcare executives who lead our nation's hospitals, healthcare systems and other healthcare organizations. ACHE is known for its prestigious credentialing and educational programs and its annual Congress on Healthcare Leadership, which draws more than 4,500 participants each year. ACHE is also known for its journal, the *Journal of Healthcare Management*, and magazine, *Healthcare Executive*, as well as ground-breaking research and career development and public policy programs. ACHE's publishing division, Health Administration Press, is one of the largest publishers of books and journals on all aspects of health services management in addition to textbooks for use in college and university courses. Through such efforts, ACHE works toward its goal of being the premier professional society for healthcare leaders by providing exceptional value to its members.