

# APPENDIX E

## Press Release

## Template





## Eastern Wyoming College

### Press Release Template

#### Recommended Guidelines

- Always include **“For Immediate Release”** at the top.
- Keep the **headline short and compelling** (under 6-10 words if possible).
- Always include **contacts with title, phone, and email**.
- Include at least **one quote** to personalize the release.
- Keep paragraphs short (2-4 sentences each).
- End with **contact information** for follow-up.
- Submit all final drafts to **Marketing and Public Relations** before distribution.
- If written by a student, please include their name and state “EWC Student”
- Avoid flowery first-person language.

#### Sample (see attached sample and breakdown below)

For Immediate Release

[Month. Day, Year]

#### Contacts:

[Primary Contact Name, Title, Phone, Email]

[Secondary Contact Name, Title, Phone, Email]

[Headline – Concise, Compelling, Action-Oriented]

*(Example: “Australian Standout Signs with EWC Volleyball”)*

TORRINGTON, Wyo. – Eastern Wyoming College (EWC) [Department/Program/Team] announces [the news/event]. [One–two sentences introducing the most important details: who, what, when, where, and why it matters.]

[Insert a short paragraph with background and context. This should expand on the announcement, giving details that show why this is important for EWC, the community, or the program.]

[Include a quote from a key leader, faculty member, coach, or student. Keep it authentic and personal.]

Example: “We are excited to welcome [Name] to the Lancer family,” said [Name, Title]. “[Supporting statement about impact/vision].”]

#### Key Highlights / Accomplishments *(if applicable)*

[Highlight 1]

[Highlight 2]

[Highlight 3]

[Optional additional paragraph with future plans, significance to students or the community, or broader EWC initiatives.]

[Concluding sentence reinforcing EWC’s mission and values.]

For more information, please contact:

[Contact Name – Title, Email, Phone]

[Additional Contact (if needed)]

Eastern Wyoming College  
Press Release

For Immediate Release

Feb. 21, 2025

Contacts:

Brad Staman, College Relations Director, 307-532-8206, bstaman@ewc.wy.edu  
George Hamilton, Head Volleyball Coach, ghamilton@ewc.wy.edu

### **Australian Standout signs with EWC**

TORRINGTON, Wyo. – Eastern Wyoming College (EWC) Volleyball announces the signing of Tessa Kilchenmann, an accomplished international player from Australia, who will join the Lady Lancers for the Fall 2025 season.

Kilchenmann brings extensive elite-level volleyball experience, having competed in Australia's top development programs and premier leagues. She trained with the Australian Volleyball Academy, competed in the Australian National Development Program, and won a Gold Medal in the Australian Capital Territory Volleyball League Premier Women's Division.

“We are excited to welcome Tessa to the Lancer family,” said Head Volleyball Coach George Hamilton. “Her experience in high-level training environments and competitive leagues will bring a strong international presence to our team. Her dedication to both athletics and academics makes her a perfect fit for our program.”

#### **Athletic Accomplishments**

- Australian Volleyball Academy – One year of full-time elite training
- Australian National Development Program – National-level training experience
- Gold Medalist – Australian Capital Territory Volleyball League, Premier Women
- Western Australia Representative – Australian Junior Volleyball Championships (2023 & 2024, 4th place)
- Western Australian Volleyball League – Silver Medal, State League Reserve

Kilchenmann plans to major in Criminal Justice at EWC, drawn to the college's high-quality education, supportive atmosphere, and close-knit community. With her international experience, strong work ethic, and academic focus, Kilchenmann is expected to be a key contributor to the Lady Lancers as they aim for another successful season.

For more information, please contact:

Brad Staman – College Relations Director, bstaman@ewc.wy.edu  
George Hamilton – Head Volleyball Coach, ghamilton@ewc.wy.edu