

# Instructions for 2017 Military Friendly® Employer Press Release Template

## Embargoed Until November 10, 2016, 12:00PM ET

Congratulations on your Military Friendly® Employer designation for 2017! This template is available for your use when announcing your Military Friendly® status; however, the release is embargoed until after Victory Media's official announcement. You may publish your release anytime after 12:00PM Eastern Time on Thursday, November 10. Please follow our trademark and branding terms as described below and in our accompanying Branding Guide.

Thank you for your cooperation and congratulations on earning the Military Friendly® designation!

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### Template Guidelines:

1. The yellow highlighted fields indicate places for your company's/organization's name or information.
2. Schedule your personalized release using your PR and communications channels after Thursday, November 10th at 12:00PM Eastern Time. **Please refrain from any public announcement about your designation before then.**
3. Make sure your release contains an active link to [MilitaryFriendly.com](http://MilitaryFriendly.com), which will host the list of 2017 Military Friendly® Employers.
4. All logos and marketing support may be found at [militaryfriendly.com/marketing-support](http://militaryfriendly.com/marketing-support). This page is private and only available to you through this link. Logos may be downloaded from this page to be included in your release and marketing materials.

### Terms for Use of Intellectual Property:

You may reference your institution as a "2017 Military Friendly® Employer" **but must capitalize the term and use the registered trademark (®) symbol placed after the word "Friendly."** Size, specifications and use of the Military Friendly® logos can be found in our Branding Guide at [militaryfriendly.com/marketing-support](http://militaryfriendly.com/marketing-support).

### Note Regarding Special Awards:

This year, we are introducing new Top 10, Gold, Silver and Bronze awards in various categories. These are "over and above" the Military Friendly® Employer designation you have received. (Note that we no longer publish a "Top 100" award.) Awards will be announced publicly on Thursday, December 8, and, if your organization has earned a special award, you will be contacted before then with the appropriate information and support materials.

**Embargoed Until NOVEMBER 10, 2016 After Official Release by Victory Media**

## **[Your Company] Named to Victory Media's 2017 Military Friendly® Employers List**

**CITY (DATE, 2016)** — [Your Company] announced today that it has earned the 2017 Military Friendly® Employer designation by Victory Media, publisher of *G.I. Jobs*®, *STEM Jobs*™, and *Military Spouse*. First published in 2003, Military Friendly® Employers is the most comprehensive, powerful resource for veterans today. Each year, the list of Military Friendly® Employers is provided to service members and their families, helping them discover the best post-military career opportunities available.

Companies and organizations earning the Military Friendly® Employer designation were evaluated using both public data sources and responses from Victory Media's proprietary survey. More than 200 companies participated in the Military Friendly® Employers portion of the 2017 Military Friendly® Companies survey. Ratings methodology, criteria, and weightings were determined by Victory Media with input from the Military Friendly® Advisory Council of independent leaders in the higher education and military recruitment community. Final ratings were determined by combining an organization's survey score with an assessment of the organization's ability to meet thresholds for Applicant, New Hire Retention, Employee Turnover, and Promotion & Advancement of veterans and military employees.

For more on the assessment process, visit "New for 2017" on [militaryfriendly.com](http://militaryfriendly.com).

[Your Company] is committed to hiring military talent, knowing first-hand that recruiting veterans and military spouses is not only the "right thing to do," but the right thing for business. [Quote from executive or senior-level employee at your company regarding your company's commitment to and/or the value and contributions of employees with military experience.]

"Companies that have earned the 2017 Military Friendly® Employer designation have exceptionally strong hiring programs and meaningful jobs for transitioning service members, veterans and spouses," said Daniel Nichols, a Navy Reserve veteran and Chief Product Officer at Victory Media. "Our Military Friendly® Employers have moved beyond answering 'why hire military?' They are truly aligning their jobs and recruiting efforts with Military Friendly® Schools to translate military competencies into civilian careers."

[Your company] will be showcased along with other 2017 Military Friendly® Employers in the December issue of *G.I. Jobs*® magazine, the January 2017 issue of *Military Spouse Magazine*, and on [MilitaryFriendly.com](http://MilitaryFriendly.com).

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**About Military Friendly® Employers:**

The Military Friendly® Employers list is created each year based on extensive research using public data sources for thousands of federal contractors nationwide, input of military employees, and responses to the proprietary, data-driven Military Friendly® Employers survey from participating companies. The survey questions, methodology, criteria and weightings were developed by Victory Media with the assistance of an independent research firm and an advisory council of educators and employers. Data calculations and tabulations were independently evaluated for completeness and accuracy by EY. The survey is administered for free and is open to companies that have hired veterans in the past 12 months. Criteria for consideration can be found at: <https://militaryfriendly.com>.

**About [Your Company]:**

Your Boilerplate Here

**About Victory Media:**

Founded in 2001, Victory Media is a service-disabled, veteran-owned small business (SDVOSB) that connects the military community to civilian employment, educational and entrepreneurial opportunities through its G.I. Jobs®, Military Spouse, Vetpreneur®, STEM Jobs<sup>SM</sup> and Military Friendly® brands. Learn more about Victory Media at [www.victorymedia.com](http://www.victorymedia.com).

**For additional information or to arrange interviews, contact:**

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