

Fact sheets and Backgrounders

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Fact sheets

- ☒ Summarize basic facts
- ☒ Event
- ☒ Organization
- ☒ Product or service
- ☒ Resource document for reporters
- ☒ Accurate information

Two types of fact sheets

- ☒ Organizational
- ☒ Event

Organizational fact sheets

- ✦ Organization's nature
- ✦ Business activity
- ✦ Size (number of employees, locations, etc.)
- ✦ Revenues
- ✦ Products and/or services
- ✦ Key executives

Event fact sheets

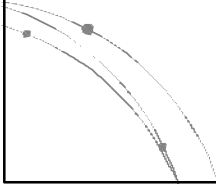
- ✦ Time
- ✦ Location
- ✦ Special guests
- ✦ Purpose
- ✦ Participating organizations
- ✦ Sponsors
- ✦ Event size
- ✦ History

Fact sheet formatting

- ✦ Included in media kits
- ✦ One piece of paper (or one page)
- ✦ Bulleted format
- ✦ Not a news release!
- ✦ Used by media as a source for stories

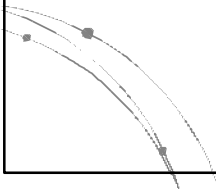
Backgrounders

- ✍ Expanded fact sheet
- ✍ Topic
- ✍ Event
- ✍ Organization



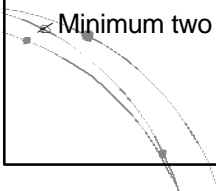
Backgrounder's value

- ✍ External media
- ✍ Internal speech writers
- ✍ Internal report writers
- ✍ Internal newsletter writers



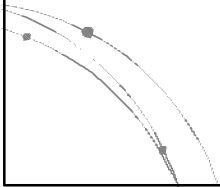
Backgrounder components

- ✍ More in-depth than a fact sheet
- ✍ Heavy on facts
- ✍ Light on opinion
- ✍ Provide detailed information immediately
- ✍ Minimum two pages long



Backgrounder Format

- Bulleted text
- Text blocks with subheads



Questions?

