

Media Kits

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Media Kits

Public communication tools used
to generate news stories about an
organization.

Generate stories about:

- News worthy initiative
- Campaign
- Special event
- Major announcement news conference
- Product launch
- Trade show

Provides media with:

- Research
- Facts
- Perspectives
- Historical context
- Story ideas
- Reference

Media Kit Contents

- Cover letter
- Two pocket folder
- News release
- Media advisory
- Feature stories
- Photos
- Backgrounders
- Bios
- Fact sheets
- Position papers

Prepare media kit with specific media in mind
Print vs. Broadcast

Target the News Media

- Business editor
- Food editor
- Entertainment editor
- Education editor
- Metro editor
- Talk show producer
- Company going public
- New chef in town
- Actor profile
- New school building
- DARE police initiative
- Book client on talk show

Also distribute media kits...

- News conferences
- Special events
- Crisis
 - Readily available information
 - Updated during crisis
 - Most current information available

Media Kit Function

- Information & messages to media outlets
- Provides extensive background to media to attempt to generate news coverage

Special Event Media Kits

- Details of event
- Logistics (parking, location, etc.)
- Background on event (history)

Promotional Media Kits

- Product brochures
- Sample product ads
- Quotes from critics and experts
- Reviews from third party sources

Crisis Media Kits

- Up-to-date facts
- Background on crisis
- Supplemental information
- Timely information
- Background on company
- Bios of key figures
- Visuals
- Facilities Maps

Online Media Kits

- Save time (printing and mailing)
- Save money (printing and postage)
- Disseminate quickly
- Update and access 24/7

Media Kit Process

- Research
- Planning
- Follow-up
- Evaluation

Media Kit Cover Letter

- Identify kit contents
- State why this is news worthy
- Provide contact name for more info.

Media Kit Checklist

- Actual, factual, truthful, verifiable and comprehensive information?
- Answer journalists' basic questions?
- Provide ample background?
- News-based, not ad-based?
- Opinions and judgments validated by credible, third party sources?

Don't forget:

Monitor, compile and track all news coverage media kit may generate

Questions
