



Preparing for Media Coverage with PRESS KITS

A **press kit** is a set of materials designed to communicate your message in detail to reporters and media directors. It is used to help reporters gain an understanding of your center, product, or service so they will write about it.

It is appropriate to **send a press kit** when you are making a news announcement. You can also present your press kit at a meeting or event to media personnel there.

Format of a press kit:

- A. Use a standard 2 pocket folder with slots for a business card, and in a color that compliments your company's/center's literature.
- B. On the right side of the folder:
 1. Place your business card (or contact person's card) in the slot for this. There is usually a slot for this inside the folder on the right inside flap.
 2. Also on right side of the folder include your press release which is announcing your big news! Contains type written information and is written like a newspaper story.
 3. On the left side of the folder, include the following, from front to back:
 - a. Photographs – typically 5"x7" black and white glossy of your center, its service, or of the person mentioned in the press release.
 - b. Company/center profile and fact sheets. A concise summary of the center's history, initiatives and goals, including a description of the philosophy/mission and services. If you are introducing a new service, include a separate fact sheet highlighting its features and benefits.
 - c. Testimonials and case studies – Positive statements of success from parents and children or other community members. This can illustrate your center's significance.
 - d. Biographies – profiles of yourself and any key employees provide details about the people in the center.
 - e. Statistical Chart – charts, graphs, and line art can illustrate your story. You may want to include a comparison chart of your services versus other centers' services.
 - f. Brochures, newsletters, and other literature printed about your business – smaller brochures may be placed in front of other materials.

Sending a press kit:

- A. Prepare a pitch letter. This is a short, one page correspondence that accompanies a press release or a press kit. The pitch letter serves as a motivator for the reporter to review the contents quickly and clearly and to discern why the media's audience would be interested in the story. Highlight a few notable details and suggest several angles for the story.
- B. Mail the materials and follow up by calling the media contact and make sure they received the materials. Maintain contact with them by sending updated materials on a regular basis.