



# Press Kit Ingredients

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## What is a press kit?

A press kit is a resume for your issue. It's a collection of information and articles you put together to address questions from the media and generate more interest in your issue.

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## Kinds of press kits

Technology has expanded how you can present information.

- **Traditional:** The traditional press kit contains your collection of information in a folders, and is either mailed or hand-delivered to the news room or editorial board.
- **On-line:** Get it on your website. Media uses it for convenient updates, with easy contact information and you can also include audio/video clips. On-line kits help busy reporters meet deadlines and you're giving them the facts that support your message.
- **On a disk:** Turn your paper documents into PDFs, put them on a disk and mail it out.

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## What goes into a press kit

This is a broad list of what you can include; don't put all of this into your kit.

- **Letter of introduction.** Who are you and why should this reporter/editor care about your issue. Include a very brief table of contents or short description of what's in the kit. Make it clear that you're available for followup questions/interviews and include your contact information.
- **Information on your city (or group of partners).** Let the media know who's involved in preparing the information (example: a collaboration of a city, county, fire district, library district, port district and hospital district).

- **One page fact sheet.** Keep it concise and only include information that you can back up.
- **List of frequently asked questions.** This helps the reporter or editorial board staff determine what questions to ask or what to include in an article.
- **Charts, graphs, data.** More detailed information that substantiates your fact sheet material.
- **Copies of recent press coverage.** Include paper clippings and on-line printouts.
- **Press releases.**
- **Audio/video files of interviews, speeches or any other media event.** Hard copies will work, or you can include clips on an on-line kit.
- **Anecdotes.** Short vignettes or testimonials from key community members or citizens who are impacted by your issue. Limit this to one sheet, and include contact information.
- **Your business cards and bios.**

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## Tips for an on-line kit

- Make it easy to find on your site with an obvious link.
- Stick to the basics: Fact sheet, Q&A, links to charts/graphs/data, anecdotes that show issue impact, contact us, relevant audio/video clips.
- Update the site with a running list of potential story topics.
- Keep the kit on one page.
- Make the links' content obvious.
- Include a real person's name, phone number and email address in the contact section. Include experts who can be contacted easily for an interview.