

Develop Your Media Kit

Provided courtesy of www.GrowthPanel.com

Note – This is one from a sequence of exercises from the Publicity subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

A media kit contains all the information a reporter needs to quickly put together a story about your company.

USING THE KIT

When would you use a media kit?

<input type="checkbox"/>	Send it to reporters when you call and introduce yourself for the first time
<input type="checkbox"/>	Send to journalists when you’re pitching a story
<input type="checkbox"/>	Send an updated media kit once a year
<input type="checkbox"/>	Bring plenty of copies and distribute if you’re holding a press conference or speaking at an event
<input type="checkbox"/>	Give a copy to a journalist during a personal interview

KIT ELEMENTS

Include the items that are relevant for the occasion.

ITEM	OBJECTIVES	STATUS	YOUR COMMENTS
Folder	The folder conveys a lot about your company. If it’s a custom printed high quality folder, it carries more weight than a plain folder or one with a sticker on it. What’s your brand message? Make sure your folder conveys it. If you stand for product innovation, make sure your folder doesn’t look like it belongs to a second-class competitor.	<input type="checkbox"/> Have <input type="checkbox"/> Need	
Current press releases	Provide a short but clear picture of what has been happening in recent months	<input type="checkbox"/> Have <input type="checkbox"/> Need	

ITEM	OBJECTIVES	STATUS	YOUR COMMENTS
Company fact sheet	Educate the journalist about your company history. Focus on facts: key people, milestones, significant numbers.	<input type="checkbox"/> Have <input type="checkbox"/> Need	
Contact sheet	Provide all names, phone numbers, emails and faxes for personnel with whom the journalist may need to speak.	<input type="checkbox"/> Have <input type="checkbox"/> Need	
Product data sheets/ brochures	Deliver detailed specifications for reference	<input type="checkbox"/> Have <input type="checkbox"/> Need	
Bios of key executives	Establish the executives as experts who can be called on to discuss a variety of topics. Include important achievements as well as interesting personal information that provides a human angle.	<input type="checkbox"/> Have <input type="checkbox"/> Need	
Frequently-asked questions	Provide answers to the most common questions a reporter or end reader has	<input type="checkbox"/> Have <input type="checkbox"/> Need	
High-quality photos with captions on the back	Include color photos of any executives who may be interviewed as well as shots of the relevant products, people or other subjects of your news release. By providing photos, you create a more compelling end story with more space in the publication. Make sure they're properly captioned!	<input type="checkbox"/> Have <input type="checkbox"/> Need	

WRITING THE MATERIALS

When you're developing these materials, think NEWS. Think FACTS. Don't write it as a sales document filled with brand messaging, positioning, long statements etc. – reporters will view it as a sales document and you'll lose credibility.

While your brand positioning needs to shine through, be very selective in determining what is provided in the material.

Here is the specific information you should include in each document.

COMPANY FACT SHEET

What your company does, who you sell to, what you provide, why you're different

Products or services with key details – why they’re important, the need that they serve

History: year founded, key milestones

Revenue

Key employees: who, their major accomplishments, previous employers

Number of employees and locations

Ownership structure

Awards, patents, or honors you’ve received

Anything else about your company that would be interesting or useful

Address, phone number, URL and other contact info

CONTACT SHEET

Print this information on color letterhead. The sheet should simply list the people in your company who can respond directly to media inquiries:

PEOPLE TO INCLUDE (should all be trained on handling media inquires)	CONTACT INFO (see * below)

***Information to include:**

- ▶ Type of inquiries fielded
- ▶ Name
- ▶ Title
- ▶ Address
- ▶ Office phone number
- ▶ Cell
- ▶ Fax
- ▶ Email

PRODUCT DATA SHEETS/BROCHURES

You can use existing sales collateral; if you don't have any or it's too detailed for the media, you can create simple product data slicks that contain the following information.

Product name

What the product does

Who uses it and why

Key features and benefits

Photo (indicate what photos to include)

BIOS OF KEY EXECUTIVES

LIST THE EXECUTIVES NEEDING BIOS	STATUS
	<input type="checkbox"/> Have <input type="checkbox"/> Need
	<input type="checkbox"/> Have <input type="checkbox"/> Need
	<input type="checkbox"/> Have <input type="checkbox"/> Need

Then create a one-page bio for each person.

Name

Title

Current role at the company

Major achievements and why they're newsworthy

Other facts that make the executive interesting

Photo

FAQS

Create a page of Frequently Asked Questions to save time for your journalists.

Question

Response

Question

Response

Question

Response

QUALITY REVIEW

Review each piece against these criteria:

MEDIA KIT ELEMENT	
EVALUATION CRITERIA	STATUS
Does it stick to the facts?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)

Is it written in simple, straightforward English without too much jargon or complex terminology?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)
Is it written in the active tense?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)
Is it absolutely free of typos and grammatical errors?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)
Does it utilize white space effectively?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)
Is it interesting for an end reader?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)
Is the production quality consistent with your brand identity?	<input type="checkbox"/> Approved <input type="checkbox"/> Needs work (explain)