

What's in Your Media Kit?

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Each company should have available an informational kit that can readily be provided to media or other external audiences to provide insight into the business (or non-profit).

The components of this informational – or media – kit should offer clear and consistent messaging to enhance communications and ensure your message is secured in the marketplace. Obviously the specific pieces within the media kit will differ depending on the company, but there are a few standard items that should always be developed and included:

- **Backgrounder.** “Tells the story” of the organization, how it was founded, interesting tidbits of “why” it was established and the growth and/or evolution of the business, its products and services.
- **Company fact sheet.** A page highlighting specific dates and activities for the organization in a bulleted format. No paragraphs, but rather “just the facts.”
- **Industry fact sheet.** Provides a big-picture overview of the industry or trade in which your organization does business. Has the industry grown or declined and how does your business fit into this picture?
- **Topical fact sheet.** A list of topics or issues your organization can address or your executives can speak about (basically this provides the media with a list of story ideas).
- **Executive biographies,** which should be no more than one page in length.
- **News releases and/or article reprints** regarding significant announcements or coverage.
- **List of available photos.** We do not recommend that actual photos/graphics are provided inside of media kits but rather a list, or perhaps a snapshot embedded into a word document and/or CD with listing is best. It is less costly and definitely easier for media to sort through. In most cases, the media will request the photo in an electronic format rather than hard copy.