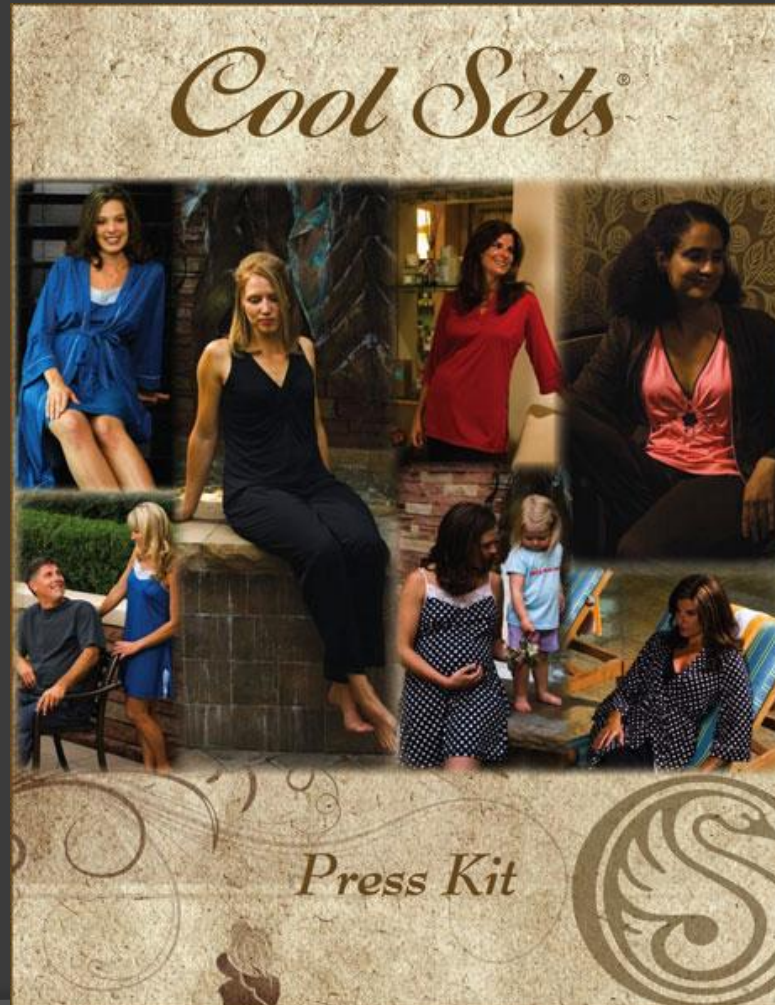


# A Computer Based Training: Creating a Public Relations Press Kit



# Introduction

## What is a Press Kit?

- A packet of promotional material created for the media and its representatives as well as your prospective clients, vendors, investors, and others.



# Introduction

## What is a Press Kit?

- The purpose of a press kit is to have a centralized compendium about your company's history, activities, achievements, and press coverage.



# Introduction

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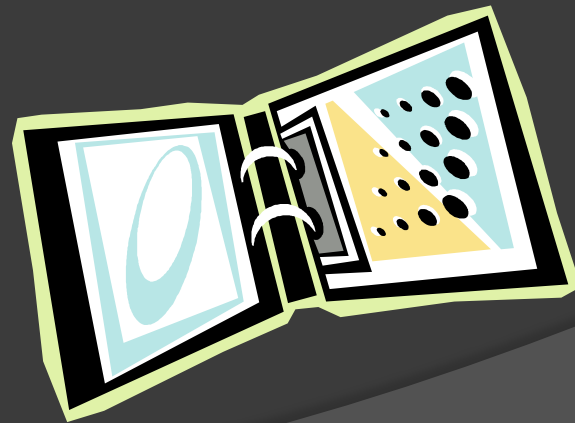
- It must pull together company and product information to make a good, solid first impression.



# Introduction

## What is a Press Kit?

- The most important element is the information contained within, but clever appearance and packaging might give you a leg up in some markets.



# Quiz Time!

● What is more important?

1) The way the document looks on the outside

Or

2) The materials on the inside of the press kit

# SORRY!

The correct answer is:

B- The content of the information inside  
the press kit



That's Correct! Nice Job!

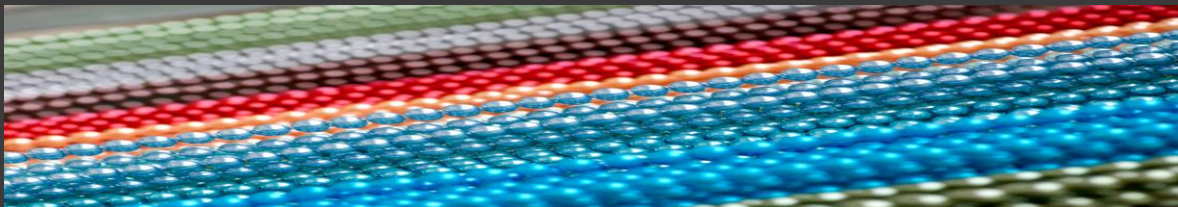




# Inside the Press Kit

## What do I include?

- ◎ Press Release
- ◎ Company Brochure
- ◎ Fact Sheet
- ◎ Headshot or product photos
- ◎ Bios
- ◎ Visual Elements to convey message



# The Press Release

The Press release announces or gives more information about:

- An Event
- A New Product Launch
- Change in Management (new hires)
- View some press release writing tips:

<http://www.press-release-writing.com/10-essential-tips-for-writing-press-releases/>



# Company Brochure

A brochure should include:

- Company Ideology
- Company Bio
- Images
- Contact Information
- Check out these brochure writing tips!

<http://www.powerhomebiz.com/vol142/brochure.htm>



# The Fact Sheet

- Gives a quick summary of company, event, product or person
- Easy to scan
- Uses bullets
- Includes contact information
- More Fact Sheet Tips:

[http://www.cthealthpolicy.org/toolbox/tools/fact\\_sheets.htm](http://www.cthealthpolicy.org/toolbox/tools/fact_sheets.htm)





# Headshots and Product Photos



- Need to be good quality- hire a photographer
- Simple, yet professional
- Good to include both black and white and color versions
- More tips:

[http://prtoolkit.prnewswire.com/tipsadvice\\_7.shtml](http://prtoolkit.prnewswire.com/tipsadvice_7.shtml)



# Biographies

- Should be written about top executives
- Keep them short, no more than half a page
- Can include more than one on a page
- Highlight the most important parts that relate to company or position
- Bio Writing Tips:

<http://www.evancarmichael.com/Branding/64/How-to-Write-a-Bio-That-Sells-You-and-Your-Company.html>



# Visual Elements

- Inserts
- Colorful
- Well-organized
- Examples: Magnets, bumper stickers, bookmarks, notepads, ect.



# Quiz Time!

## True or False

The Fact Sheet should be the longest and most in-depth piece of your Press Kit, it should be in paragraph form and at least 4 pages long.





# Sorry!

The correct answer was FALSE.

A Fact Sheet should be a short summary  
using a bulleted list!



Correct!  
Great Job!



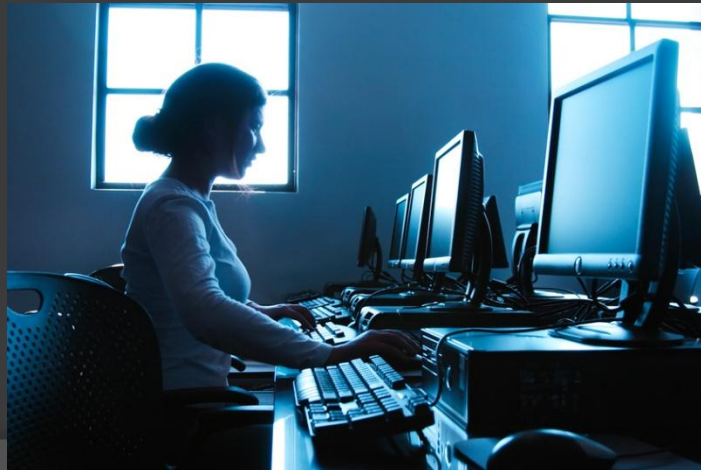
# Final Tips

- ⦿ A press Kit shouldn't be used to send to potential customers who request information
- ⦿ And it shouldn't be sent to the media every time you distribute a new press release.
- ⦿ Putting together an effective press kit takes time, thought, creativity and as much money as you want to put into it.



# Final Tips

- If your business has a Web site, offer a downloadable version of the kit on your site.
- If you do not have a online press kit, offer to send the kit with your other business literature to customers, investors, etc.



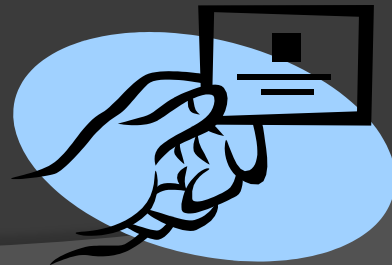
# Final Tips

- ⦿ Assemble all the information in a logical order.
- ⦿ Typically, start with the bios on top, followed by the Fact Sheets, Press Release and brochure. Any photos, bumper stickers, magnets, ect- should be in the back.



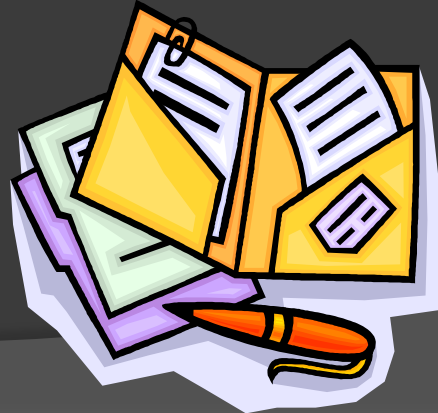
# Final Tips

- Finish the Press Kit off with an informative letter that explains what's inside and offers to provide additional information.
- If there are business card slits in your pocket folder, include your card there. If not, it's appropriate to paper clip it to your letter.



# Final Tips

- Find some way to identify your press kit. If you're using your company brochure, your company name and logo will already appear on it.
- Otherwise, choose a pocket folder with a window in the front panel so that your company letterhead will be immediately visible.



# *Last Quiz!*

True or False

It is NOT a good idea to have a downloadable version of your Press Kit available on your website.



# Incorrect

It is perfectly acceptable to have a version of your Press Kit available online!



That's Right!

Well Done!



You Made It!

