



DEVELOPING A PRESS KIT

MEDIA ADVOCACY TOOLKIT

A press kit is an opportunity to educate the media about your issues. Whether you are sending kits to the media, or distributing them on the day of a news conference or the event, be sure to include the following components:

- A cover letter briefly explaining the issue.
- A news release about the issue or event (see "Writing a News Release").
- Research reports and other documents supporting your issue.
- If the press kit is in support of an event or news conference, include an agenda, a list of speakers, and a brief bio of and written statement from each speaker. Be sure to include contact information for each speaker in case the media want to reach them after the event.

Present your material in an attractive folder or other holder that has your organization's name on it. If you don't have preprinted folders, create a sticker that has the issue name and your organization's name and phone number. Attach the stickers to generic folders you can purchase at any office supply store. If you have a business card, attach it to the inside of the folder in a visible spot.