

Communication Tools

Communication tools are products to help you disseminate news and information to the media and your target audiences. Some products are more useful for television and radio media, while others are more effective for generating news stories with the print and Internet media. Here is a quick reference guide to various communication tools.

Media Kit

A package of materials to be given to the media that can include news releases with contact information, fact sheets, lists of spokespersons, (bios and contact information), fliers and brochures, copies of articles on your topic, and background information on your organization.

Fact Sheet

Brief 1 to 2-page document that provides statistical background and information on your issue.

News Release

Tells your news story – who, what where, when, why and how - and is no longer than 2-3 pages. Includes contact information and provides media with the most important details of your news story first and incorporates quotes from key spokespersons.

Media Advisory

An invitation to an event containing only the what, where, and when of the event.

Letter to the Editor

States a strong position with a purpose and one or two key points. Keep it short.

Opinion-Editorial Articles

These pieces are an opportunity to get your opinion out to thought leaders and policy makers. Focus on a specific issue, highlight contradictions, emphasize local importance, and present a specific action to be taken. They normally run on the page opposite the newspaper's editorial page.

Photo

Provides visual representation of your story and can be used by print media. Put a caption describing the action in the picture on paper and include it with the photo.

B-Roll

Broadcast quality footage video that can be used by television stations.