

Media Kit Contents

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Rowan University

Package generally contains one or more of the following:

- List of Media Kit's contents
 - List of participants (if news briefing or news conference)
 - List of partnering or cooperating organizations
 - News releases
 - News
 - Features
 - Side bars
 - Photographs
 - Other visuals
 - Suggested captions
 - Fact sheets
 - Backgrounders
 - Historical
 - Statistical
 - Bios
 - Quotes (from key participants)
 - Fillers (newsy notes)
 - Position papers
 - Clip sheets (news clips)
 - PSAs
 - Letters to the editor (That have been published/clips)
 - Op ed pieces
 - Calendar of events
 - Brochures/Publications
 - Annual reports
 - Magazines
 - Newsletters
 - Etc.
 - Free samples
 - CD Rom
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Preparing a Media Kit (Process)

1. Define the purpose for the media kit.
2. Identify the publics you need to reach.
3. Identify the media reaching those publics.
4. Determine which media will receive the kits.
5. Consider how each item in the media kit relates to the purpose of the kit.
6. Consider how the news media recipients will use each item in the kit.
7. For every item included in the kit, ask these questions:
 - a. How do you expect the audience of each news medium to use the information (*anticipation*)?
 - b. How does what you are providing each news medium convey that expectation to the medium's audience?
 - c. What do you expect audiences of these media to do as a result of receiving this information? How do you measure that?

[This question is significantly different from asking if the news media used the media kit or how much of it was used and when. That can be measured. It is the audience's response that you need to know in order to determine if the kit's contents were effective. This evaluation is part of a communication *audit*.]

Sidebars

Spin-off articles (i.e., case studies, personality profiles, human interest pieces) that accompany a news story or announcement. They are used most often in *news media kits* and may run several pages in length (although a well written two-pager stands a better chance of getting printed).

1. Begin with a “softer,” more creative lead than would be used in a news release.
 2. Write interesting and lively body copy. For example, in a personality profile, use colorful, descriptive phrases and include several quotes.
 3. Conclude with a strong quote or anecdote that captures the essence of the story.
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Position Paper

Define and present an organization’s stand on an issue of public interest in a persuasive and fact-based manner. It can be several pages long.

1. Start with brief background and historical information on the issue.
 2. Include information on opposing viewpoints to help paint a complete picture of the issue.
 3. State the organization’s position clearly. Use objective evidence, expert testimony and valid statistics to support that position and to contradict the position of the opposition.
 4. Offer alternative solutions relating to the problem or issue.
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Backgrounders

History of event rather than company or organization's history. That would be a separate document or product. Include developments in a factual manner – generally one to three pages in length, but absolutely no more than five pages.

1. Outline main points of the backgrounder before writing.
 2. What is its purpose?
 3. How did it evolve?
 4. Are there issues (advocacy) – positive or negative, which inspired event?
 5. Write in third person; use a hard-hitting, factual style; avoid use of opinions (they would be on quote sheet).
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History

Detail the history and impact of issue or company developments in a factual manner; generally one to three pages in length, but absolutely no more than five pages.

1. Conduct thorough research to understand subject completely.
 2. Outline main points of the backgrounder before writing.
 3. Begin with a sentence or two that identifies the issue/subject being explored, followed by an historical overview that traces the development of the issue/subject.
 4. Conclude with a sentence or two on the current significance and status of the issue.
 5. Write in third person; use a hard-hitting, factual style; avoid use of opinions (they would be on quote sheet).
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Biographical Sketches

Give a capsulated view of a person's career and professional achievements; generally one or two pages.

1. Create and distribute a "biographical data form" and conduct interviews to collect biographical information.
 2. Include information on current job duties, (past) work experience, education and professional credentials, community and charitable involvements, notable awards and honors. Personal information (family, home address, etc.) is usually *NOT* included.
 3. Use plain, simple language but make it interesting. Lead with an interesting, distinctive or unusual point about the person's job or experience.
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Op-Ed Articles

1. Lengthier editorial pieces which offer informed and animated opinions from the perspective of a recognized authority.
 2. Begin with an interesting and clear statement of the issue.
 3. Include specific examples and use appropriate third party support to add validity to arguments.
 4. Offer a conclusion that summarizes the main point and leaves a strong impression.
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Fact Sheets

Provide a brief written overview of a subject. They are generally one page.

1. Prepare in a “who, what, when, where, why” format using headings, short phrases, key statistics, etc. (not necessary to write in complete sentences.

2. Write in third person and in a clean and concise style.

Fact Sheet Examples

Scott Soffen Fact Sheet

Company Name: B2 Worldwide est. 2000

Location: Cherry Hill, New Jersey

Principal: Scott Soffen

Product: Manufactures authentic nostalgia athletic wear.

Clients: Pat’s Steaks, National Football League, NBA, National Hockey League, rappers Puffy Combs, Jay Z and Lil’ Bow Wow and such common folk as Sara Feldman and Matt Silverman who hosted Bar Mitzvahs.

Experience: Former vice president Macy Corporation, Starter Corporation with 25 years experience.

Other information: Has manufacturing plants in Europe, Far East and Mexico. Appears on Radio Station WIP where morning host Angelo Cataldi has nicknamed him, “Clothing Scott.”

Suggested quotes:

- “Authentic sportswear is the hottest thing on the fashion market. It’s on TV and all over the streets and I’m the one who gets it there.”
- “Old is gold to me”
- “The world is my factory.”

Soffen says that supply and demand is the name of the game and if the need exists, he will get you what you want. He has the ability to produce the unusual

at a competitive price and of the highest quality. His customers agree that the extraordinary quality of the merchandise is rivaled only by his enthusiasm to get the job done.



INFORMATION

Wachovia Spectrum
3601 South Broad Street
Philadelphia, PA 19148-5290

Purpose:

As a form of sports entertainment for fans and a preparation stage for hockey players planning on joining the National Hockey League.

Started:

September 1996 as a minor league affiliate of the Philadelphia Flyers, replacing the Hershey Bears. Hershey is now owned by the Colorado Avalanche.

Office Staff:

General Manager:	Bob Clark
Assistant Manager:	Paul Holmgren
Comcast Director of Minor League Operations:	Frank Miceli
Director of PR:	Al Cohen
Asst. Director of PR:	Kevin Kurz
Asst. Director:	Peter Casey
Head Coach:	John Stevens
Off. Asst. Coach:	Don Nachbaur
Def. Asst. Coach:	Kjell Samuelsson
Head Equipment Manager:	Derek Settlemyre
Ast. Equipment Managers:	Jordan Stanton, Mike Craytor
Strength and Conditioning:	Jim McCrossin

Contact:

Al Cohen
215-952-5245
alcohen@comcast-spectacor.com

