

Media Kit Checklist

A **Media Kit** (or Press Kit) is not just for large organizations; whatever your size it's a good idea to have a media kit pulled together. A media kit is an information packet about your organization. You could also create a kit for a specific initiative or product. The kit's goal is to grab the reader's attention, make a lasting impression, provide quality information, and generate future interest in your organization.

<input checked="" type="checkbox"/>	Element	Description
<input type="checkbox"/>	Pitch Letter	Attention-getting introduction to your organization that integrates your elevator pitch, a news hook, 2-3 talking points, and media contact information
<input type="checkbox"/>	Press Release	Document that tells a newsworthy story, hooks and all. A short About Us statement or organizational biography is always included at the end
<input type="checkbox"/>	About Us	Narrative describing the organization's background, important events, awards, research, supporters, etc.
<input type="checkbox"/>	Fact Sheet	List of specific organizational features, statistics, and benefits
<input type="checkbox"/>	Recent Press	Listing of recent news coverage or interviews
<input type="checkbox"/>	Recent Publications	Bibliography of publications or abstracts
<input type="checkbox"/>	Biographies	Key staff, individuals, scientists
<input type="checkbox"/>	Images & Logos	A CD with high-resolution images, or links to logos in different formats
<input type="checkbox"/>	Product Information	Describes products or services your organization provides (workshops, events, summits, survey results, learning resources, curriculum, etc.)
<input type="checkbox"/>	Presentation Links	Videos, audio (podcasts, radio interview), PowerPoints, webinars
<input type="checkbox"/>	Promotion Material	Recent awards, grants, and partnerships; a newsletter, flyer or brochure
<input type="checkbox"/>	Organizational Profile	A longer, more detailed and sometimes more technical version of About Us, including partner information, facts, and statistics about your industry or audience
<input type="checkbox"/>	Testimonials & Endorsements	Quotes you've solicited from experts, partners, etc. stating the impact your organization has had on them or the field. Always get approval to use quotes or testimonials in promotional material