

Press Kit Guide

What is a Press Kit?

A press kit is a compilation of documents and media about your organization usually given to members of the media.

Who sees your Press Kit?

Typically, journalists and bloggers would use your press kit to construct their stories. It would give them a clear picture of who you are, content for their story, images or videos to embed in their stories and other

As you write, consider who your target audience is. Who will be reading this press release, and what information are they interested in? You may have two very different audiences, for whom you will want to change the angle of your press release.

Ultimately, you will provide your press release to targeted members of the media. Their job is to cater to their audience and remain true to their voice and style. Your job is to give them a story that they will want to publish, and make their job easy by giving them all the information necessary. Then, you may reach their readership, possibly acquiring more attendees at your event, and a media presence.

Structure of a Pres

Brand decks and one-sheets should have a cohesive and appealing visual theme. Information you may include in either document are: organization name, brief bio or “who we are,” at least one photo of your organization, contact info, what services you have to offer (e.g. playing in social venues, operatic singing, conducting small ensembles).

Sample Press Release

FOR IMMEDIATE RELEASE
Dec. 11, 2013

FOR MORE INFORMATION:
Joe Noschmoe
123-456-7890
pdec@sfc.edu

PDEC Handout Concisely Explains How to Write a Press Release

This first sentence says what the news is. This second sentence says more of why the first sentence is important.

Your second paragraph will say other necessary details like when and where something is happening, or who your collaborators are. You decide what’s most important to your readers, and put those things first.

Consider that your job in writing is to keep your reader alert and focused on the story; short paragraphs help make writing more easily digestible (even if they are only one sentence).

In general, keep your writing concise. Don’t use unnecessary words, or descriptive words that don’t carry a specific meaning. Consider: “my awesome performance,” versus, “my highly visual performance.”

Your font does not need to be any specific font such as Times New Roman. Simply pick a font that appears professional.

The last paragraph should still include pertinent and interesting information. None of your document should be boring or even seemingly pointless. That said, your last paragraph would include the least pressing bits of information.

The three hash marks signify the end of your press release.

If it weren’t the last page, it would instead say, “- more -”.

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