

A press kit, also known as a media information kit or press packet, is a collection of materials you give to news media reporters to pique their interest, support a story pitch, provide more details, or support a press event. It also can be used as a presentation package (with modifications) for fundraising projects or informational activities.

Basic Components of a Press Kit

- A pocket folder to hold the materials. The folder is often labeled with the organization's name and title of the project.
- A press release about your current project or activity that you want the reporter to cover that clearly spells out a story idea, or multiple story ideas. Perhaps an upcoming special event, an impending exchange delegation visit, an innovative new project, or an award will be highlighted on the press release. Several sample press releases are available in the Communications Toolkit.
- The news release that you are featuring should be placed at the front of the right hand pocket where it can be easily seen when the folder is opened.
- A fact sheet about your organization saying when your sister city organization was founded, its sister city relationships (include details like signing dates, program activities, etc.), and key activities.
- An overview of Sister Cities International, tying your local activities to the global citizen diplomacy movement. An overview of Sister Cities International can be found in the Toolkits section of www.sistercities.org.
- Other fact sheets or information as necessary.
- You might also want to include a quotes sheet listing famous sayings from others about the sister city movement. A quotes sheet can be found in the Toolkits section of www.sistercities.org.
- A list of key organizational contacts business card in a die-cut slot in the folder or contact information typed on a sheet) including current officers or press contacts with their complete contact information (phone numbers and e-mail addresses) so the reporter will know who to call with questions or to request more information.
- Information in a press packet must be typed and should be printed on clean paper. It cannot be handwritten.
- Materials must be neatly organized, timely, and up-to-date.

Online Press Kits

It is preferable to create online press kits, in which the press kit materials are uploaded to a website. To make reporters aware of the online press kit, a short story pitch is often e-mailed directly to them. If an electronic press kit is created, a printed press kit is not issued, or a printed version is used only used as a supplement.

Advantages to an online press kit are that it can be easily updated and is typically much cheaper to produce than a printed press kit. It can also be left online permanently, and you can add seasonal updates.

Supplemental Materials

People often wonder if they should give a gift to a reporter with a media information kit or press packet. Many newspapers and television stations have rules that forbid news reporters from accepting any gifts from the community, and especially gifts from people seeking news coverage. Don't place a news reporter in the position of having to decline your gift. Your pencils with logos, small charms from abroad, or food items may be shipped off to charity or thrown out.