# Developing a Media Kit

**Remember these key points about good PR writing:**

* + All communications pieces should have an objective (i.e. motivate, persuade, educate) and a target audience
	+ All PR writing needs to be free of any spelling or grammatical errors
	+ Proofread, proofread, proofread!
	+ Flowery language and lots of adjectives should be avoided
	+ Each piece should be written for journalists as leverage for their stories

**Take special note of the following:**

* + Components of a media advisory, fact sheet and backgrounder/biography
	+ Types of other kinds of PR communication materials

**Questions to Consider**

* + Think of an example of when a PR practitioner might use a media kit. What components would you include? How would it look? How would you deliver it to the media?

**Step 1: Practice Media Advisory Scenarios**

**For the following scenarios, identify what would be the best PR communication to use. For each, provide an explanation as to why.**

* Mayor announcing a new public transit initiative
	+ Major evacuation of a neighbourhood due to gas leak
	+ Initiative aimed at increasing funding for a special needs school in town
	+ Gala sponsored by Microsoft to benefit puppies
	+ New product launch of deodorant made from crystals
	+ Convocation at Thompson Rivers University
	+ Increase in need at the local food bank
	+ New baby rhino born at the Zoo

**Step 2: Practice Media Advisory**

Building on the practice press release for the new boutique hotel opening in Vancouver, **prepare a corresponding media advisory that invites press to attend the opening gala**. The mayor has confirmed his attendance. It will take place on December 1, 2016 @ 7:00pm. Refer to your textbook for the template version of a Media Advisory for an example of formatting and good writing.

Consider the following tips for best practices in good media advisories:

* + Should read like an invitation, complementary to a press release
	+ They are usually short and bulleted
	+ No more than a page
	+ Must spell out the when, where, and who (use bolded headings if possible)
	+ Lets reporters know if there are interview possibilities
	+ Remember to have proper formatting (see fig 5.4 on pg. 143)
	+ Don’t forget boilerplate and contact information

**Step 3: Practice Fact Sheet**

Building on the practice press release and practice media advisory, **write a fact sheet on the boutique hotel in Vancouver that you have written about.**Think about what kind of boutique hotel this will be and who it will attract. Structure your facts around the hotels unique features/attributes. Refer to your textbook for the template version of a Fact Sheet for an example of formatting and good writing.

Consider the following tips for best practices in good fact sheets:

* + It should provide short, digestible, bulleted information (no full sentences needed)
	+ Should try to answer what you think reporters will be asking
	+ Should resemble the FAQs section of a website
	+ Can be formatted as questions and answers
	+ Can provide links to more in-depth information

**Step 4: Practice Backgrounder**

Quickly interview a friend or family member (for about 10 minutes) and **write a short biography/backgrounder on them**. Your backgrounder should be no longer than a page in length. Refer to your textbook for the template version of a backgrounder for an example of formatting and good writing.

Consider the following tips for best practices in good backgrounders:

* + Should read like a story—make sure there is a beginning, middle, and end
	+ Should be written in full sentences
	+ No more than a page
	+ Make sure that sentences transition nicely into one another—remember you’re trying to tell a cohesive story
	+ You are providing a context- structure the points you’re making about the person in a way that is interesting and relatable
	+ Think about it as the “About Us” section of a webpage