

THE PRESS KIT
By Lynda Weston, Written In Stone, 2005

A well thought out press kit can move your news story from a single line item in the community events column to a front page feature article.

You must bear in mind that anything that goes into the press kit is there to assist the editor make a decision on where your story will be placed; and to provide all additional information needed to expand your one page press release into a full featured article.

What do you put in such a kit? For an open house you might want to include a copy of the poster or brochure which is being used for advertising. If there is to be a special workshop or demonstration include a page on *exactly* how it will be carried out and what its purpose is and how it will impact on those who attend.

If a special guest speaker or presenter is to attend include a mini-biography and a photo. The same is true if special guests, media/government personalities, have been invited and have indicated that they will attend. If an author or other authority on a special topic is to attend again include a biography, possibly relevant quotes from their book or articles, and a picture if possible.

Never underestimate the power of a visual image. This can take the form of photographs, maps and/or documents. For archives with a wealth of such documentation on which to draw, this should be relatively easy. Give thought to what is included. Every choice must reflect the main goal which is to make the editor's job easier and to make your story interesting enough to move it into the 'feature story' category.