

A media kit can easily be adapted depending on your need or purpose.

- **Introduction.** It is crucial to have a one-page summary about your organization that includes your mission, information about your cause, and any programs or special initiatives. You may want to include key statistics, facts, or quotes that set your organization apart from others.
- **Biographies.** Include short biographies of your key speakers, guests, researchers, your organization's founders/president, initiative staff, or any other key players to help the media understand who they are and the information they have to offer.
- **Frequently Asked Questions.** A list of frequently asked questions can greatly help clarify details about your event or project.
- **Media or press release.** A media or press release that explains the specifics about your event or project. Be sure to include the contact information of your organization's spokesperson who will answer media calls. Include their full name, phone number (both office number and cell phone) and email address.
- **Photos and graphics.** Provide access to high-resolution digital photos related to your organization (branding or space), projects, and key speakers.
- **Promotional materials.** Have you produced any promotional items related to this initiative? If so, be sure to include either a brochure, flyer, or poster.
- **Ways to connect.** Always provide links to your website, social media channels, and how to sign up for news updates or a mailing list.
- **Sample social media messages.** Provide sample social media messages promoting your event. Samples can include tweets, Facebook posts, graphics and/or videos. This is an opportunity for you to control the content that is shared.