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**What Do I Need A Media Kit For?**

**By Ana Ventura**

What Do I Need A Media Kit For? by Ana Ventura

If you've ever wandered around a company's web page in search for an address to send a press release or article off to, chances are you've stumbled across the elusive Media Kit link. "What's a media kit?" you might ask. Good question.

A media kit is a kind of prepackaged PR tool that most large corporations use, but that can come in handy for small businesses as well. The materials within a media kit are standardized, prewritten documents that can be printed up or pulled out of a file for those inquiries that happen along when you least expect it.

There are a few essential items that should be included in your media kit: the media kit cover, a set of press releases about many aspects of the company (including individual products), short biographies of key individuals, copies of articles, photos, and some types of product literature, such a data sheets or brochures. You can put whatever else you think is relevant, but these are some of the most common items.

A media kit cover is really just a pocketed folder for you to put the rest of the information inside of. However, it is generally a glossy, colorful folder with your company name or logo printed on the front. Embossing the logo is another effect that can be a great attention grabber. The standard size for the media kit cover is 9" by 12", so that 8 1/2 by 11 inch documents can easily be stored inside.

## What Do I Need A Media Kit For?

Your media kit should include more than one press release. One should be focused on the company's background, providing an overview of the history, accomplishments, markets, products and services offered. Don't overly dramatize your story. Most editors will only use the information found here as a reference for articles written about other aspects of your company. You should also include a press release for each individual product that you market, unless you produce an abundance of different items. In which case, three or four of your main products should get individual releases. If you think it's necessary, a combination release can be written about the others.

If you're not sure how to write a press release, check out

<http://www.InternetWriters.com> for their free press release builder. There are also examples of what a press release should look like. If you're still wary of the world of press releases, find a service to write one for you professionally.

Individual biographies should be focused on those people that would most likely be interviewed by the media as a resource for articles. Include their full name, job title, responsibilities, and some personal information, such as their educational background, about their families, and certain accomplishments.

Large, black and white photos of these individuals should be included, along with photos of products, facilities, or anything else that might be of interest to the media. Typed captions should be affixed to the back with a non damaging adhesive.

Including archive articles in your media kit shows that the press has found you newsworthy before, and also gives them a good example of how they could base their own article. Any other literature you include should be very important, and not too intimidating. Many editors avoid media kits that are too full of information, or too heavy.

Public relations can sometimes depend on how well your media kit is put together. If you send off your initial press release and an editor requests additional information, you should get your media kit to them immediately, in order to help them meet their deadlines. Also, if the information they need is not in your media kit, they might decide to pass the story up all together. Having a media kit is probably not going to be the life or death of your business, but it will save a lot of time when you're

dealing with media people.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at DrNunley's <http://FullServicePR.com>, a site specializing in affordable publicity services. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.

### **Kit - Types And Uses**

#### **By Sharon Albright**

The word kit has various meanings. It often refers to a set of tools. A kit may include a drum kit first aid kit, press kit, software distribution kit, root kit, and software development kit. A drum kit is used for jazz, rock, and other types of music. The drum kit includes drums, cymbals, and other music instruments. A drum kit varies from person to person. It depends on the musical style, personal choice, the financial capability of the drummer and the transportation means.

The minimum requirements for a drum kit are a bass drum and a snare drum, some tom toms, and a hi-hat consisting of two small cymbals, a ride cymbal and a crash cymbal. A first aid kit consists of all types of equipments that are used to give first aid. The contents of a first aid kit vary depending on different local conditions. Usually a first aid kit consists of sterilized dressing pads for the eye, and for burns and cuts.

Bandages are commonly found in almost all the first aid kits. The bandages are of different types like the gauze roller, elastic bandage, adhesive and triangular bandage. The common equipments found in a first aid kit are gloves, apron, flashlight, cold packs, space blanket, thermometer, penlight, and sterile eye wash. The emergency kit also includes various kinds of pain killers, antiseptics, alcohol pads, aspirins, activated charcoal, calamine and other necessary items.

The press kit consists of a storehouse of information that is used for promotional purposes. The contents of the press kit includes CD, reviews, photos, information on a person, band or group, whoever needs the exposure through media. Certain software tools help to give access to an intruder to a system, without letting the user know about this. These set of tools make up the root kit. They are used in a variety of operating systems like Linux, Solaris, and Microsoft Windows.

The software development kit helps a software engineer to create software applications for software framework, hardware platform, computer system, operating system and more. Kit generally refers to a collection of items required to perform some action. There are various other types of kit like the yoga kit, children's kit, maternity kit, traveler kit, and more. The yoga kit consists of some videotapes and CDs, straps, yoga balls, and foam blocks. Similarly the other kits contain specific items depending on the requirement.

Sharon Albright is the owner of

<http://www.kits-of-all-types.info>

. Read more articles on Kits and visit her  
recommended resources.



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