

PRESS KITS

When you have a particularly special event or series of events to promote, or when you need to communicate a lot of information about a complex issue, you may want to develop a press kit. A press kit is usually a packet of materials promoting an event or service or providing information about an issue.

Items to Include in a Press Kit

A press kit is usually focused on a particular issue or event, but you will want to think about including a variety of materials in it. For example:

- A list of materials in the kit. This list will help the reporter identify each item in the kit. Provide a brief (one to two sentence) description of each item.
- A news release describing the particular issue or event. This should be prominent in the kit no matter what format you choose.
- A fact sheet about the issue or event and/or a fact sheet about your library. This provides bulleted information that is easy to access. It probably will repeat some of what is in the news release, but it provides a reporter with a quick overview.
- Support materials. If you are promoting summer reading, include your summer reading materials. If you are trying to draw attention to your bond issue, put in your campaign materials. Information in a press kit should go beyond what a reporter gets in a news release.
- Relevant photographs. If the press kit is for the groundbreaking of your new library and you have a photograph of an artist's rendering of the new building, make copies and put it in the press kit. If you are announcing your new library director, include that person's picture. Don't include photos if they don't enhance the story.
- A list of contacts. Give reporters a list of people that they can talk to about the story. If you are announcing the new corporate sponsorship of your children's programming, you could include the children's librarian, the library director, and representatives of the new corporate sponsor. Be sure that everyone included on the list has been briefed on the story and knows that he or she will be listed as a contact.
- Annual report. Based on the story, you may want to include a copy of your library's most recent annual report. Think about whether or not it is relevant. A copy of last year's annual report might provide information to support the announcement of a new bond issue or fundraising campaign; it might not be relevant to the announcement of a new series of adult programs.
- Your business card. If you are the library's primary press contact, be sure that your business card and contact information are included in the press kit.

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