

Youth Media Council
 ➔ **CREATING A PRESS KIT**

A press kit is like a gift you give a journalist. Your press kit should contain everything a journalist would need to write a good story about your issue.

Package your press kit in a double-pocket folder. If you can, get the kind with slits that hold a business card. Customize the press kit folder with your campaign name or organizational name on a label on the front.

Update your press kit periodically throughout your campaign, and biannually for your organization. Arrange the contents of your press kit like this:

Left side of the folder	Right side of the folder
<p>Relevant press clippings (well-framed stories about your campaign or organization)</p>	<p>Current press release</p>
<p>Background research: reports and/or fact sheets on your issue</p>	<p>Quotes or endorsements from leaders and key players</p>
<p>Charts and visuals</p>	<p>Fact Sheets</p>
<p>1-2 good photos of your organization or campaign leaders and actions</p>	<p>Sheet with spokespeople bios and contact information</p>
	<p>Organizational Bios</p>