

## Media Kit Guideline

Here are some helpful hints for your media kits:

### *Items to include:*

- 1 News releases (one release from each group member) related to the strategies/activities in your PR Plan
- 1 A media advisory (media invite) to cover an upcoming event related to your plan
- 1 A backgrounder or a fact sheet about your client.
- 1 Promotional photos if applicable
- 1 A “dummy” of a printed tactic from your plan. For example, a brochure you wish to develop or an image advertisement to run in a magazine. (This is not required, but including it will help your grade. In addition, any sample must be professionally done.)
- 1 A signed work log, similar to the one prepared with your PR plans.

Please turn in **two copies** of your media kit (one for a grade and one for future reference). In addition, please prepare a media kit without the work log to give to your client with the PR plan during your final presentation.

Also, presentation of this project is key. Place all of the above items in a folder with pockets on each side (I will show you the kind of folder I want in class). Label the cover as such:

Client name  
Date  
Group name  
Group members' names

I will not only grade this project on having all of the components to me on time in the above-mentioned presented form, but I will pay strict attention to your writing. Please follow all guidelines I distributed earlier in the semester.

Should you have any questions, send e-mail to [farbman@tcnj.edu](mailto:farbman@tcnj.edu), or call me at (609) 392-3434 or (609) 802-7814.

In addition, you can get sample media kits and other information on [www.JakeFarbman.com](http://www.JakeFarbman.com).

Good luck.