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Media Kit 101

Having a quality media kit is a great way to help generate publicity for clubs and their projects. Media kits can provide media with all the information and facts about Soroptimist, a club, and/or a region. A media kit is a folder of information that helps a reporter write an accurate story.

Keep in mind, however, that “less is more.” The purpose of a media kit is not to pack it full of papers and information. The media don’t have time to sift through countless pages of information. They want the news. An inadequate media kit is just as bad as not having one at all! So read the following information to know what clubs should include in a media kit.

News Release

Normally, a club would send a media kit if they have a story or event they think the media would be interested in covering. The press kit should include a news release that covers that event. The news release is the main part. The other materials in the media kit are supporting materials. The news release gives the specific news the media is seeking, and should be visible when the media kit is first opened.

If using a two-pocket folder (two-pocket folders with the Soroptimist logo can be ordered from SIA), place the news release in the front of the left pocket. Clubs should use the news release template that contains the Soroptimist logo, which is available in the Library in Public Awareness>Public Awareness Tools>News Release Template. Sample news releases for every Soroptimist program are also available in the Library of the members-only site. Clubs can customize these releases with their own specific information.

Clubs may also fax news releases to the PR FaxBack Service (at 215-893-5200) or e-mail them to kamali@soroptimist.org for review. A member of the communications department at SIA will edit the news release and return it.

Brochures

Brochures are also an important addition to a media kit. According to *Guerilla Publicity* by Jay Levinson, Rick Frishman, and Jill Lublin, brochures convey credibility because they show that organizations exist and do real things—in Soroptimist’s case to benefit women and girls.

SIA’s new “Living Their Dreams” brochure should be included in every media kit. The brochure was designed as a marketing piece to educate the media and public about Soroptimist, its mission, and programs. It portrays the organization in a vibrant way, and showcases the heart of Soroptimist’s mission to improve the lives of women and girls. The brochure is also unique, attractive and it sets

the tone for the brand image of Soroptimist as a modern, relevant and thriving organization. Clubs can order this brochure by visiting the Sales section of the members-only site.

Other brochures to include are the Women's Opportunity and Violet Richardson awards brochures. Because these programs are featured in the "Living Their Dreams" brochure, it might not be necessary to include these in every press kit the club sends. For example, if the club's objective is to promote the Women's Opportunity Awards program, include the brochure for that program in addition to the SIA brochure. If the objective is to publicize the Violet Richardson Award program, then include that brochure.

List of Articles

If the club has a good track record with the media—for example, members have been interviewed by the media or the club has been featured in various news publications—other media may want to cover the club as well. Include a list of articles and the publications in which they appeared. If listing TV and radio appearances, list the program's name, date, and any favorable quotes the interviewer might have said. If citing newspaper articles, list the name of the publication, the date it ran, and include a copy of the article.

Best for Women Magazine

Soroptimist's *Best for Women* magazine contains feature stories pertaining to women's issues and Soroptimist programs, updates on Soroptimist efforts, and recognition of Soroptimist accomplishments. The magazine not only serves as a valuable resource to members, it also should serve as an important tool in club public relations efforts.

Fact sheets

Fact sheets are available that provide basic information about Soroptimist and its programs. SIA's organizational fact sheet can be found on the external website at www.soroptimist.org in Newsroom>Media Kit. Sample fact sheets that clubs can customize for each of Soroptimist's programs are also available in the Public Awareness section of the Library, in each program folder. In addition, clubs are encouraged to create their own fact sheets with relevant information about club projects and community involvement.

Products

It's always good to include a small product sample. If, for example, a club is publicizing the Live Your Dream Campaign, be sure to include a Live Your Dream pin and dream card in the media kit.

Photos

Provide photos on a CD so they can be easily transferred into the reporter's story or publication. JPEG files are the most universal and can also be used on-line.

Contact information

Include a business card so reporters can reach the contact person if they need more information. Insert it in the pre-cut business card slot of the folder, or attach it to the left pocket. Also, put contact information on every piece that goes into the media kit. Some of the contents of the kit could get separated, or maybe even thrown out.

Compact Disc

In addition to including hard copies of news releases and fact sheets, consider placing these documents on a CD. Reporters can look over the hard copies but if they want to use text from any of them, they can take it right from the CD.

Packaging

In addition to placing the news release and business card on the left side of the media kit folder, other parts of the kit should stand out. The book *Guerilla Publicity* says to color code and layer sections by, for example, putting the news release on light blue paper and the fact sheet on pink.

Distributing

Clubs should have media kits already prepared before any event in case media do show up. If sending a kit to the media, it's best to use an overnight delivery service. Reporters are more likely to open the package if it comes to them that way.

For more information

Please direct questions about media kits or publicity efforts to the communications department at Soroptimist headquarters:

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