

# The Complete Press Kit

by Chris Brown, president of Marketing Resources & Results



The backbone of a Public Relations campaign is the press release. The expanded tool for PR is the press kit, which is most often used at a promotional event or trade show. The online equivalent of the press kit is the “press room” page on your company’s website.

What is a complete press kit? Here are some suggestions for what to include in your company’s press kit.

- 1** Updated bios of your executives
- 2** A company history, including a timeline
- 3** Fact sheet
- 4** Q & A for Frequently Asked Questions
- 5** A list of company experts who can be called for comment on relevant facts or opinions for breaking news stories, features, trends and scientific developments, in their area of expertise.
- 6** Story ideas about your company
- 7** New trends you are seeing in the industry
- 8** Clippings of other stories about your company
- 9** Innovative things you are doing to find and keep employees

**10** Innovative products or technologies that your company uses

**11** Any community service programs in which your employees or company participates

**12** Recent news releases

**13** Calendar of events

**14** Photos of products, people, programs or services

**15** Quote sheet with five or six approved quotes from management or product experts. Be sure to include name, title and complete company information for attribution.

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**16** Testimonials from satisfied clients and customers. You need to have a signed testimonial release on file to include these in your press kit. services could be of use to them.

**17** Positioning, vision and/or mission statements, as appropriate

*Marketing Resources & Results helps their clients by identifying, writing and distributing press releases. For more information, call 330-656-9793 or visit [www.Resources-Results.com](http://www.Resources-Results.com).*