# Press Kit: Overview and Template

## What is a Press Kit?

While it goes by many names, a Press Kit is essentially a key set of promotional information to be distributed to the media. Think of it as a pitch for your band, event or project. Its purpose is to grab the attention of members of the press and provide them with the core details they need to publish your story.

### Key things to include in a PR Pack: Press release:
• A date for release e.g. Immediate / embargoed until a later date.
• An eye-catching title and subheading.
• Short summary of the announcement.
• A quote that emphasises a positive aspect of your announcement.
• An introduction of who's behind the announcement.
• Contact details – social media links, websites, and phone numbers.

### Images / Video:
• Upload your press shot, artwork and any relevant videos for publishing in a folder with a shareable link e.g. Google Drive, Dropbox folder. Try not to attach the images separately as this makes for a dense and slow to load email.

### Who to distribute to:
• When creating a list of media outlets to reach out to, be creative and think about what mediums best suit your target audience. Consider a diverse range of: local newspapers, mainstream newspapers, local TV news channels, mainstream news channels and shows, magazines, blogs, podcasts, online forums i.e. reddit and social media influencers.

### Distributing your Press Kit:
• Research your audience. Before contacting anyone, learn which media outlets, reporters and programs cover stories that are similar to your own and appeal to the same audience that you're trying to reach. You will be able to ally with these ones more successfully. Develop a list of those that align closely with your values.

• Tailor your message and language to the outlet you're reaching out to. For example, if you're reaching out to influencers or posting on an online forum - your language will most likely be different to if you were reaching out to a political magazine or major news outlet.

• It's all about timing. Wait until you campaign has received at least 30% support before sharing with press. It will show your project is gaining traction and worth covering.

**Extra notes to consider:**

● Keep text to one page and sentences short and concise.

● Do the journalist's work for them: Your story should be easy to research and write about. Always give people your direct contact information and make sure you're available to answer any questions they might have.

● Make sure all links are working and lead to your campaign page, website, social media. Hyperlink any first mentions to your project or event.

● Don't underestimate spell-check! Always get a fresh pair of eyes to proofread your work, use your computer's spell-check function, and make final changes before sending out your release. You want to appear credible and professional.

Scroll down for press template!

MEDIA RELEASE CITY, DD/MM/YY
INSERT CATCHY TITLE

[Artwork/Project Image]

SUBHEADING

Summary: Condense entire press release into three points that are simple, clear and interesting to read.

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*Description*
Insert text about why your project is happening, why it is important and what makes it unique.

*Quote*
Add a quote from someone involved in the project – it provides the journalist with context.

*Details*
Insert text about the project's details: when it is taking place, where you can learn more, how to be involved etc.

*About*
Provide a short bio of who's behind the announcement – you or your team & Pozible.

*For further information and interview requests contact:*
Full Name:
Email:
Phone:

[Insert footer with links to all social media]