



WHAT'S IN A PRESS KIT?

Since reporters are always on deadline, they usually don't have time to do background research. This is why it is important that you provide them with as much information as possible to help them shape their stories.

By combining a media alert and/or news release with other basic information on your organization, you can create a **press kit** that the media can not only reference when reporting on a current announcement, but can go back to when working on similar themed stories.

The basic elements of a press kit include:

- A one-page summary of your organization (include history, mission statement, goals and other facts)
- Background information on current and previous projects and activities
- List of key staff with biographical information
- Any additional materials your organization distributes
- Contact information for your spokesperson
- Place all the materials in a folder and add logo to front of the folder

In addition, to help the media understand wildfire prevention issues include:

- A one-sheet on fire prevention tips (creating defensible space, an evacuation plan, etc.)
- Phone numbers or Web sites of organizations that can help community residents create defensible space around their homes
- A success story on how your organization is helping to make your community fire safe

HIGH QUALITY IMAGES

It is also recommended that your organization have high-resolution images (in TIFF or EPS format) on file. The resolution is important since they need high quality files to reprint in the newspaper.

ELECTRONIC PRESS KIT

For additional ease of use, it is recommended to post the press kit materials and images on your local organization's web site.