



MAKING A MEDIA KIT

A good media kit provides members of the public, including the news media, with basic information and resources about your organization. It makes it possible for you to represent the best version of yourself in your own words and using the kinds of images, video, and other multimedia resources that promote your organization, and its work, most effectively. While creating a media toolkit requires some forethought, publishing one on your organizational website makes it easy for members of the press to work with you—and increases the likelihood that they will do so.

As you create your press kit, it's worth carefully considering what kinds of audiences might use it. In addition to acting as a resource for the press, a toolkit can make it easier for partners and other community organizations to showcase your work.

One more note: while a media toolkit can make a major difference in the press coverage you receive, having one can also make your workflow easier as it will provide approved, tailored descriptions, images, and other resources for you, your board, and your staff in a central location.

All organizations are different and their media kits inevitably reflect those differences. Here are a few suggestions regarding what to include:

- **General information**, including information about your organization's history and present work, as well as about your mission, board, and executive staff. If you have experts on your board or staff, make the case for why they might be good, quotable sources. If this information is housed elsewhere on your website, just include links to it.
- **Images:** The availability of strong, high-resolution images can be a deal maker when it comes to news media coverage. Conversely, the absence of good images can be a deal breaker. Include images of your building, your events, your exhibitions, your archives—whatever best showcases the work you do. To the extent possible, include images of people actively engaged in humanities work.
- **Video:** If you have promotional or other video footage available, embed links to it. Again, strong stock video can make the difference when it comes to press coverage.
- **Instructions and guidelines** for how to use images and video, including any restrictions and/or captions.
- **Contact information** for press inquiries.
- Your recent **press releases**.
- **Information, or links to information**, about your exhibitions, initiatives, and/or major programs. Any such information should explain why the program is important—what it does for the organization and the community. Quotes from participants or beneficiaries of your work are also helpful.

EXAMPLES

- **Thomas Jefferson's Monticello:** This press page includes extensive information about the UNESCO World Heritage Site, including news releases, video and photographic libraries, expert interviews, information on expert interviews, and additional resources.
- **The Buffalo Bill Center of the West:** The about page includes the organization's annual reports, history, mission, PR images, and the staff directory. Additional news releases are available elsewhere on the website.
- **People & Stories/Gente Y Cuentos:** The media kit includes information about the organization's mission, vision, history, present programs, partners, as well as offering strong quotations and contact information.