

Public Relations Tool-Kit

Below is a list of documents typically found in a well-developed public relations program:

1. **Press Release**-Also known as a news release is a written story submitted to a reporter. The essential elements of the story is to announce the famous, who, what, where, when, and why questions. The story must newsworthy.
2. **Media Alert**-The quickest and easiest way to make the media aware of a photo opportunity, or event, is to issue a medial alert. In an abbreviated, bulleted format, it includes who, what, where, when and why of the event and generally includes a brief background of information. The format looks like an invitation.
3. **Pitch Letter**-The pitch letter is a sales letter. The letter should have enough "sizzle" to generate interest to entice a reporter to write a story, conduct an interview, or attend an event. Pitch letters should brief, but to the point, and be personalized to the reporter.
4. **Fact Sheet**-is generally a document profiling the organization or an event. It is a short, bulleted document no longer than two pages. It contains a description of the organizations history and purpose, and types of events held. Fact sheets are used by reporters as a resource of information and are usually included in support of a press release or as a key component in a media kit.
5. **Backgrounder**-A backgrounder is a more in-depth look of a company or organization. Used when making major announcements, gives more detail than the press release or media alert. It is written in a narrative style versus the bulleted fact sheet, and may run as long as five (5) pages.
6. **Executive Biographies**-Highlights the most pertinent facts about an individual with regard to their position and responsibilities within the organization. May include how their professional experience aligns with the current position and other significant contributions.
7. **Media Kit**-is a one-stop place to store or house the information previously described above. It generally includes a standard press release, fact sheet, executive biographies, and graphics, such as camera-ready artwork. Media kits are typically distributed in support of a press release. The information should be easily accessible by a reporter or anyone who needs to produce PR activity.
8. **Q&A**- is a document that address possible questions and answers on many subjects from the media, community groups, potential members, aviation enthusiasts, and more.