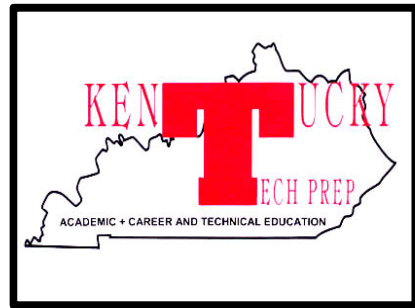


Tech Prep Media Kit



A media kit (preferred name over “press kit”) can be assembled to assist the reporter in telling your story. You can submit a media kit along with a news release to any media outlet. A media kit can hold a variety of materials for a report to get additional information on your group or organization. A media kit may include the following items:

- **News Release** - Provides information on the event or items that you would like covered by the media.
- **Fact Sheet** - Provides facts about your organization. Should be in an easy to read format.
- **Photographs** - Black and white or color slides.
- **Brochures** - Provides additional information.
- **Newsletters** - Provides “internal news” regarding activities by your organization.
- **Article reprints** - (But only if you have permission from the publisher or have purchased reprint copies.)

A media kit can also be used in conjunction with a news conference. In this case, include the text of any speech or presentation made during the news conference.

If using a media kit, add the Kentucky Tech Prep logo. This is a means to readily identify the source of material. Always provide the name of a contact person for the reporter to call if he/she needs additional information or would like to set-up an interview appointment.