

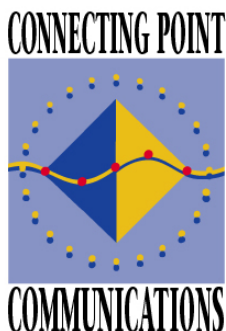
mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister TIP SHEET

Materials must
appropriately
represent the
brand—
seamlessly
consistent
from beginning
to end.

Roger Larsen
Brand Manager

Public Service Company
of New Mexico—PNM



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Fact Sheets Enhance Media Kits

“Three things key to media kits: 1. Brand: Does it fit who you are? 2. Message: What’s happening here today? If it’s not news, will anyone even open the kit? 3. Buzz: Why do I care?” ...Roger Larsen, Brand Manager, PNM—Public Service Company of New Mexico, Albuquerque, New Mexico

1. Engage the reader by providing behind-the-scenes information that showcases your current story and complements your press release.
2. Cover details too numerous or too specific to include in a press release.
 - Provide technical information on a process.
 - Elaborate on unusual aspects of the product.
 - Define all aspects of an event such as a week-long celebration.
 - Add historical information.
3. Make it easy for a reporter to find information. List your entity (corporation, partnership, non-profit 501 C3).
 - List your information in bullet points or make it easy to follow.
 - Use simple language. Define technical terms exclusive to the industry.
4. List contact information including after-hours contact information; if a reporter is working on a deadline, this may be crucial to getting coverage.
5. Tell the story behind the story:
 - Define the different people involved in a big project. For example, a fact sheet about a new building might list the design team, architects, builders and primary contractors. Project managers or donors could be highlighted.
6. Mention examples, stories or cases that illustrate what you’ve done for others. Use testimonials whenever possible.
7. Be consistent in the use of your logo and look in fact sheets. Consistency builds trust and familiarity, pre-selling future messages from you.

Fact sheets add depth for the critical media audience. For more information on communicating with your five critical audiences—stakeholders, customers, employees, general public and media—email MaryEllen@ProfitMeister.com.

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