

MODULE TWO: MEDIA KIT

Final Report Due by 11:59pm on Tuesday, 2/26 • 15% of final grade



OVERVIEW & OBJECTIVES

Now that we've researched, assessed, and provided recommendations for a company or organization's communications strategy, it's time to practice implementing some of that advice. A communications audit is (typically) a piece of internal communication—it relays messages to employees and other private stakeholders *within* a company. Marketing and media materials, on the other hand, are external communications—they communicate to public stakeholders (such as consumers, journalists, and community members) *outside* of a company. Public relations (PR)

professionals produce media kits to be distributed among media representatives who will then pick what information they want to disseminate to the public. For this module, we'll practice creating some of the types of documents that might be included in a media kit, to add to our repertoire of writing and design skills.

GETTING STARTED

For this project, you'll create a mini media kit of promotional materials for an event, initiative, or product release (real or imaginary) for a company of your choice. You can continue building off of your research from Module 1 for this project, or select a new company to focus on if you'd like—the key is to pick an organization that you can build the following for...

- A press release (written in AP style)
- A designed informational fact sheet (a two-sided page)
- A flyer

This media kit is a basic tool for working with mass media (not just the press), as well as the general public. Before starting writing and design work, you'll have to do some basic planning and drafting to determine...

- Your event or initiative: What will you be promoting? What are the key details to report, describe, explain, etc.?
- Your key audience(s): Who should know about what your company is doing? What information do they need? What do they already know? What are their motivations? How are they best reached?

- Your brand: Is there an existing brand identity, or standards? How can you work within these parameters, or build off of them?
- Your rhetorical purpose: Why would you be creating these documents? What would be their expected results in a real campaign?

We'll practice writing press releases in class, as well as experimenting with different free online design programs (Canva and Piktochart) to create fact sheets and flyers.

WHAT WILL I TURN IN?

The deliverables and deadlines for Module 2 are...

Week 6	Weds 2/13	Press and media release workshop in class
	Fri 2/15	Document design program (Canva & Piktochart) workshop in class
Week 7	Fri 2/22	Draft media kit documents due for in-class peer review (10:30am)
Week 8	Tues 2/26	Final media kit due with reflective memo to Blackboard by 11:59pm

We'll collaboratively generate grading criteria for Module 2 in class, but you should expect to at least be graded on...

- Demonstrating **attention to the different audience(s)** of the company or organization you've selected, through providing relevant information that gives a cohesive and consistent narrative, effectively answering questions that journalists or media gatekeepers may have
- An understanding of **genre conventions**: the documents should be designed appropriately for the audience(s) that you've identified (including proper format and AP style for the press release)
- Clear attention should be paid to **visual design principles and usability**
- **Document preparation** that includes attention to detail, development of professional ethos, and careful editing/proofreading
- A completed **reflective memo** explaining the goals you had for this module and the deliberate rhetorical, visual, and methodological choices that you made in service of those goals