



# WHY HAVE A MEDIA KIT

- ❖ Information for reporters and publishers: the material they can find quickly and easily.
- ❖ It is not only for reporters and media but also for anyone who wants to talk about your club or button collecting.
- ❖ Having a Media Kit does not guarantee to get coverage – but it makes everything available.

## MEDIA KITS

- ❖ There are two types of Media Kits – on paper or digital.
- ❖ More and more, organizations use the latter.
- ❖ Do you have a Webpage? Much of what you will put in your Media Kit has already been created. Either way, there are essential parts.
- ❖ One excellent idea. Give the media person(s) a sample card with a beautiful button with a short description. Guaranteed, they will keep it, and who knows, they may rush out and ask to see their grandmother's button box.

## INCLUDE IN YOUR MEDIA KIT

- ❖ Press Release - all the 5 W. of your story: Who, What, When, Where, and Why.
- ❖ The story you wish to get out; (i.e., This is the 8th year the ---- Button Club has hosted a button display in the ---- library)
- ❖ The Mission Statement (Always important; if you have one – use it.)
- ❖ Button Collecting Facts: (Bullets for easy reading. How do you get started etc. )
- ❖ Membership Facts: how much, why is it good to be a member (what they get when they join your club. How much will it cost? Newsletters? Etc.
- ❖ Large, high-resolution images of your logo, provide the graphics that include a transparent background (vector file). (Direct links to digital photographs and a direct link to printing resolution on your website.)
- ❖ Large, high-resolution images of sample buttons advertising a show, etc. Why go and to see these great buttons.
- ❖ Sample buttons and prices. Don't tell them but show them why a button is worth \$.30; \$3.00; \$30, or \$300.
- ❖ We can have fun choosing the best. It could have approximately six photos, including a winning award tray, 18th-century buttons, and military. Don't forget Goofies or even polymer buttons for crafts. Etc.
- ❖ Fact Sheet of little-known facts. (See "All because of a button" from the NBS Bulletins.
- ❖ Bios of your club's leadership -short but allows the community to recognize individuals.
- ❖ Bios of Show or Display Chairpersons – probably known by some in the community-should interest the media to meet and interview them.
- ❖ Current news. – If there is some important news – you can write it in a press release form – easy to appear in club bulletins or picked up by media.
- ❖ Quotes: Create a set of canned quotes that the media can use in their publications. They should be from your club's leadership, dealers, new collectors, and season collectors.

