

# HOW TO MAKE A MEDIA KIT FOR A NEWS RELEASE

[intranet.epa.gov/newsreleases](http://intranet.epa.gov/newsreleases)

# Why a “media kit”?

- **The audience for a media kit is Press.**
- A media kit helps both Press and EPA staff.
  - Reporters meet deadline better because they spend less time searching for key materials for significant announcements.
  - Reporters save time by not needing EPA staff to reply to requests.
  - EPA staff save time by organizing materials once, and linking to it.
- Creating a media kit is left to the discretion of that EPA communications manager.

## **Note:**

- Every news release doesn't require a media kit.
- Every media kit doesn't necessarily require a news release.

# What's in a media kit?

- A media kit typically provides “**what reporters might need**” such as:
- **Event description:** Add enough basic information to provide context for the media kit. Include a prominent LINK back to the news release.
- **Logistics:** Post or link to WHO, WHAT, WHEN, WHERE, and any RSVP information for events. Or link to the media alert (news release) if you issued logistics there.
- **Images:** Post or link to photos, charts, infographics, or other visuals that Press may want. Create a “photo gallery” page or Flickr set for many images. *Remember to meet accessibility requirements for images.*
- **Resources:** Post or link to reports, letters, or other documents that the media or others may want for background information, coverage, or other purposes.
- **Links to other sites:** Link as needed to EPA program or regional pages, also to related partner sites. *Follow EPA external linking policy.*
- **Press contacts:** Provide contact info for EPA staff who are prepared to assist Press.

# Examples of media kits

## **News release (a media alert):**

[U.S. EPA and San Francisco Department of the Environment Spotlight Super Bowl Efforts to Feed the Hungry](#)

The media kit for this:

[No Wasted Food at Super Bowl 50](#)

## **News release:**

[U.S. EPA Requires ASARCO to Cut Toxic Emissions at 103-Year-Old Arizona Copper Smelter](#)

The media kit for this:

[Reducing Toxic Emissions at a Copper Smelter](#)

*Thanks to R9 for the links!*

# This training assumes..

- ...that you know how to create a basic Web page using the EPA Web CMS, and meet EPA and federal requirements.
- ...that there's already agreement that a media kit will be used for the news release.

Please contact the Press Office if you have questions about news release development.

# Vocabulary

- **Media:** the Press, such as reporters, bloggers, journalists – or whoever is writing or reporting about EPA activities.
  - In this usage, it's not “media” like videos, photos, etc.
- **News release:** a press release, a news brief, a media alert, or a desk statement.
- **Media alert:** a brief message providing logistics for Press about an upcoming EPA event or announcement, so reporters can be ready when EPA does it.

# This training covers..

- What you need to have ready ahead of time.
- How to create a web page for a **media kit**, not a news release.
- How to go back and link the media kit page to the news release or media alert.
- Whom to call if you need help.

# You will need...

- What you include in a media kit depends on the news release or media alert. See the previous page about what's typically used.
- A media kit should be planned at the same time the news release or media alert itself is developed.
- Focus on: “What reporters will ask for, or what we want them to find easily...”



# Make a media kit page

- A media kit page is really just an ordinary web page on the EPA site.
- A media kit web page can be created in the news release web area, or in any other EPA web site.
- *Even though a media kit page may be created in the “News Releases” web area, **it will not be considered a news release.***

# Choose the correct type of page

- **IMPORTANT!** Click “Basic page” to create a media kit page.
- Basic page type requires fewer kinds of information than a news release. For example, there’s no press-officer entry.

## News Releases

You are here: [EPA Home](#) » [News Releases](#) » Create Content for *News Releases*

## Create Content for *News Releases*

[View](#) [Edit](#) [Group Dashboard](#) **Create Content** [Workflow](#) [Panelizer](#)

- [Basic page](#)
- [Document](#)
- [Event](#)
- [News Release](#)
- [Regulation](#)
- [Webform](#)



# Don't use “News Release” here

**PLEASE DO NOT** make a media kit using the content type “news release”.

- Reason is, “News release” content type is specially designed to support database functions. Other page content, like media kits, won't fit that.
- Pages of non-news release content in news release type pages may be deleted from the system.

Enter the content sections

# Enter the media kit page title

- You will need a Page title. This will become the URL.
- Suggest you keep the page title short, descriptive, and use a consistent format:
- Begin the page title with “Media Kit: ”

EXAMPLE TITLE:

**Media Kit: EPA Green Trees Event, March 30, 2016**

# WEB AREA?

- **Skip over this stuff.**
- Don't change or adjust the Your Groups or Other Groups items in the WEB AREA box.
- These items don't necessarily do what you might think, and can mislead users.

# Enter media kit content

- The actual media kit content is added in the **Body section**.
- Organize and layout the content appropriate for the content and audience.
- Content must meet the usual EPA and federal requirements. Remember especially to meet **accessibility** and **linking policy**.
  - See [epa.gov/webguide](https://epa.gov/webguide) for complete details.

# Required: Description, Keywords

- **Description** (required): a short sentence to state what this page contains. For example: Media kit for EPA event about green trees, March 30, 2016.
- **Keywords** (required): try to add words not already in the page title or body.



# Required: Type, Channel

- **Type:** I suggest using *Collections and Lists*.
- **Channel:** always use ***About EPA***. Choose others as appropriate for reporters.
- Don't overthink this. Channel doesn't really help your users a lot.

# Locations, “Searchable”, Menu

- **Geographic Locations:** optional. Probably not necessary for media kits, given that this particular audience already knows.
- **Is Searchable Collection:** *Leave this alone.*
- **Provide Menu Link.** *Do not check this.*

# All done?

- Click the Save button.
- This will save the media kit as a **draft**, not publish it. You can click Edit and then make more changes.
- At this point you can check the draft page to see that content displays and functions correctly.

# Publish

- **You must enter a log message.** Suggest either a simple concept like "publishing" or specific message like "publishing for Jane Doe who's out today."
- **You must check the external links box.**
- **You must check the accessible box.**
- **Click "Update state".** Now it will publish.

The screenshot shows a web form with several sections. A red arrow points to the 'Log message for this state change' header. Another red arrow points to the empty text input box below it. A third red arrow points to the checkbox for 'I certify that all links on this page comply with EPA's External Link Policy'. A fourth red arrow points to the checkbox for 'I certify that the content on this page is accessible per 508 standards'. At the bottom, a red arrow points to the green 'Update state' button.

Log message for this state change \*

Please enter a meaningful log message.

☐ I certify that all links on this page comply with EPA's External Link Policy

- the Procedure applies to links on all EPA web pages
- content owners and their respective offices are responsible for ensuring compliance
- this content will be subject to random external site audits
- non-compliant pages will be unpublished until re-compliance is achieved**

☐ I certify that the content on this page is accessible per 508 standards

- the 508 standards apply to all the EPA content on this page and any content embedded from non-EPA websites;
- content owners and their respective offices are responsible for ensuring compliance
- this content will be subject to random 508 compliance audits
- non-compliant pages will be unpublished until re-compliance is achieved**

Update state Cancel

# What is accessible?

## What about external links?

- When you publish a news release in Web CMS, you will be asked to certify that the news release meets EPA and legal requirements for ***external links and accessibility***.
- While there are many requirements, the ones likely to affect you are few and won't come up often.
- Please see the VERY BRIEF training online. *You should look at it. Web CMS logs that you certified.*

# LINK TO YOUR MEDIA KIT

**Done?** To link the news release to the media kit, *the media kit needs to publish first.*

- In the news release or media alert, add **simple link text**, such as, “Media Kit for Press”
- Publish the **media kit** page.
- Copy its public URL, e.g.,  
<https://www.epa.gov/newsreleases/media-kit-whatever>
- Hotlink the link text above, and add the hotlink into the news release itself.
- Publish the news release & send in Vocus.

# Lots of Media Kits?

- You may wish to create a one page “Media Center” that lists all your media kits, to make it easy for reporters to find past kits or other key info.
- EXAMPLE: [Region 9 Media Center](#)
- A media center page can be created on any EPA site, for example, in your Region’s “About” area.

# HELP?

- Contact the Office of Web Communications:

Jeff Morin, 202-564-6553

Danny Hart, 202-564-7577