



**** PROJECT DESCRIPTION ****

You are the SID for a local college in the athletics department. One of your responsibilities as SID is media relations. Your college has an outstanding football program. Last year your team won the championship.

As part of your media relations efforts, your role is to develop and distribute a press kit. Be sure to review the information covered in lesson 11.7 and create a press kit for your college. Keep in mind that a press kit is a package of information distributed to the media to assist them in reporting so you'll want to offer thorough details about your college and football program.

Consider the following when developing your press kit:

- 1) General information regarding your football program:
 - Athlete, entertainer, organization or event background
 - Fact sheets
 - Biographies
 - Photographs
 - Statistical information
 - Contact information
 - Current press releases
 - Related press clippings
 - Historical chronologies
 - Organizational newsletters
 - Testimonials from key personnel
 - Recommendations for features
- 2) Remember, each piece included in the press kit should include contact information, as press kit material often becomes separated.
- 3) You want to make sure you're information is catchy and interesting enough to capture the attention of the media outlets to whom you are sending the kit. What can you do to separate your press kit from the other students in your class?
- 4) Write a one page essay to accompany your press kit, detailing which media outlets you will be sending the information to and why. You must also include what your objective is by delivering this information to the media.