Press Event Media Kit. Exam Content Understanding how to put together a media kit is imperative for public sector communications professionals. Being able to write the components of a media kit is something every public relations person must be able to do. Choose a public sector or nonprofit entity and create a press event to obtain positive media coverage. Create a media kit for reporters. Each item in the kit should not exceed 1 page, double spaced. Include the following in your media kit: News advisory Hard news release Feature soft release Fact sheet Background article Submit your assignment. Follow APA guidelines as shown in the "Sample Guide" if you decide to complete this assignment as a paper. ?Tip: "Sample Guide" attachment provides tips to assist you with setting up your paper. Please use it to assist you with your paper. Week #5 - Press Event Media Kit - Sample Guide.doc You may use a PowerPoint presentation to present all parts of your "Media Kit". Each slide must present all components of your kit (as outlined below). One per slide; you must also include speaker notes for each slide. All references must be cited in your slides. News Advisory Hard News Release Featured Soft Release Fact Sheet Background Article Follow APA guidelines as shown in the "Sample PowerPoint below if you decide to complete this assignment as a presentation.