PRESS KIT
The contents of a conventional press kit:
1. The Folder
An embossed, glossy folder might get the reporter to pick it up, but when they look at it, their thoughts are probably similar to other media guests focusing on one basic, yet very important question, "Who are they trying to impress?"

2. The Press Release
How many do you include? How far back do you go? Which ones do you include? As few as possible. Never overload a press kit. The releases have to be current and relevant.

3. Backgrounders or Bios
They could be of the company and/or of the people who currently run or founded the company. The best ones tell a story, with a beginning, middle and end. When writing these, be as specific as possible. Put numbers in their proper context.

4. Photos and Slides
Picture editors won't take pictures out of catalogs. So always have on hand at least five glossy prints of each major product. To save money, a 5 x 7 or even a 4 x 5 photo is as usable as an 8 x 10. Never include a glossy or slide unless you're absolutely sure the recipient always uses them.

5. Suggested Questions
To a good reporter, they're insulting. However, if it's a talk show (in most cases, the host has never read the book or listened to the CD), supply them.

6. Third-Party Endorsements
This depends on the reporter's deadline. If times are limited, they'll call or use the supplied quotes. If they have time, they'll ignore them and get their own.

7. Past Placements
This is not so important. Why bother? With the Internet, a reporter can find out everything ever written about our performance or client in just five minutes. More than what we know.

8. A List of Impartial Analysis
This is sometimes doubtful, unless the reporter knows them personally. Otherwise they're locked on just like the list of "third-party endorsements." So what do all the conventional elements of a press kit have in common? The basic press kit should contain less and less material. Most of the materials used today are irrelevant. With today's technology, press kits will soon be extinct. If a reporter needs something from you, everything can be sent electronically at little expense.

PROFIL SYARIKAT
Profil syarikat sewajarnya memberi gambaran mengenai ciril/perlakuan syarikat atau organisasi secara positif.

Berdasarkan tinjauan dan pemerhatian, didapati SATU daripada 20 orang yang berfungsi sebagai "pelabur" (individu atau institusi) akan menjadikan profil syarikat sebagai rujukan awal mereka untuk menilai reputasi sesebuah syarikat atau organisasi dalam membuat keputusan pelaburan mereka.

LAMAN-WEB PROFIL SYARIKAT
1. Misi syarikat → Skop operasi yang berfokus kepada kepakaran (falsafah & visi).
3. Pegawai utama syarikat → biografi dan gambar pegawai utama → KONTAK.

4. Maklumat tambahan mengenai kemudahan yang terdapat dalam syarikat, lokasi cawangan, waktu operasi, koleksi surah akhbar, virtual tour, maklumat pemegang saham, senarai aktiviti tanggungjawab sosial, keahlian profesional & penghargaan.