KOC3461
Corporate Writing
Backgrounders

- Backgrounders are in-depth information pieces.
- They are comprehensive yet concise.
- They are not used to support company policy.
- They typically accompany news releases in media kits.
- They require much research.
Backgrounders

- Open with a concise statement about the issue which the accompanying release is based.
- Follow with a historical overview of the issue.
- Work your way up to the present.
- Discuss the implications of the issue.
- Use subheads instead of transitions.
- Most are about four to five pages in length.
Fact Sheets

- Fact sheets contain facts, and that is it.
- Each fact is supported with figures.
- Fact sheets are usually one page, sometimes printed on both sides.
- They elaborate on already presented information, such as a news release, but do not repeat what has been said.
Number of Storeys: 88
Overall height: 452 metres above street level
Location of Skybridge: Level 41 and 42
Height of Skybridge: 170 metres above street level
Length of Skybridge: 58.4 metres
Height of Pinnacle: 73.5 meters
Vertical transportations: 29 double-deck high speed lifts in each tower
Number of escalators: 10 in each tower
Stainless steel cladding: 65,000 sq metres
Vision glass: 77,000 sq metres
Concrete: (various strength up to Grade 80) 160,000 cubic metres in the superstructures
Steel: 36,910 tonnes of beams trusses and reinforcements
Foundation: 4.5 metres (15 feet) thick raft foundation containing 13,200 cubic metres of grade 60 reinforced concrete, weighing approximately 32,550 tonnes under each tower, supported by 104 barret piles varying from 60-115 metres in length.