Backgrounders
- Backgrounders are in-depth information pieces about an issue.
- 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.
- Use subheads instead of transitions.
- Most are about four to five pages in length.

Backgrounders Format
- Introduction → Open with a concise statement about the issue which the accompanying release is based.
- Historical Overview → Work your way up (from start to the present).
- Implications of the issue → To the organization and the publics OR stakeholders.
- Follow-ups.

Fact Sheets
- Fact sheets contain facts, and that’s all.
- 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.

KLCC Twin Towers Fact Sheet
- Number of Stories: 88
- Overall height: 452 metres above
- Location of Skybridge: Level 41
- Height of Skybridge: 170 metres
- Length of Skybridge: 55.6 metres
- Height of Penomacade: 100.5 metres
- Vertical transportation: 29 double-deck high speed lifts in each tower
- Number of escalators: 18 in each tower
- Stainless steel cladding: 65,000 sq metres
- Vision glass: 77,005 sq metres
- Concrete: various strength up to Grade 80
- 150,000 cubic metres in the superstructures
- Steel: 36,910 tonnes of beams, girders and reinforcements
- Liquidation: 4.5 metres (15 feet) thick cell foundation containing 13,000 cubic metres of grade 50 reinforced concrete, weighing approximately 32,500 tonnes under each tower, supported by 104 base plates varying from 69-115 metres in length.