

MEDIA PAGE CHECKLIST

What are you putting on your page?

I believe every business owner should have a media page, even when they don't have any media...YET.

Use this checklist to help you as you create your media page.

Must Haves

- Contact info front & centre: Name, email, phone number
- Media bio: Think about everything a journalist needs to know
- Talking Topics one page
- News releases & announcements
- Previous media (add new as you earn media)
 - If you don't have traditional media (TV, radio, magazine, newspaper) think about your digital media, like FB video, podcast, website & blog post content

Nice Extras

- Media Kit – one page PDF
- Speaking Engagements
- Photo Gallery - High Resolution
 - logo, products, team, office