

Press Kit Checklist

A Press Kit typically includes the following:

- A website or physical cover with the airport's brand (logo, key message, graphics, and colors)
- Information for media inquiries:
 - Office hours
 - Phone numbers
 - How to request an interview
 - Parking and "live broadcast trucks"
- Airport access
- Fact sheet about the airport
- Image library (photos of the airport)
- Airport newsletter
- News releases
- Staff biographies
- Members of the airport governing group (airport commission or authority)
- Airport tenants and businesses
- Airport statistics
- Airport financial records
- Business cards and stationery that carry the airport's brand are used in the Press Kit. If the Press Kit is online, it might also include a copy of the most recent master plan and descriptions/ visuals about current airport capital projects.

Source: ACRP Report 28: (p47)