

# PREPARING FOR A PRESS CONFERENCE

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## General Checklist

### PARKING

- IS THERE ADEQUATE AND EASY-ACCESS PARKING NEARBY?
- WILL TELEVISION REPORTERS NEED TO PARK THEIR VANS IN A PARTICULAR PLACE (THIS IS OFTEN THE CASE), AND HAS THIS BEEN FACILITATED?

### NOISE

- WILL SPEAKERS BE EASY TO HEAR?
- IF THERE WILL BE PUBLIC OR STREET NOISE, DO YOU HAVE ACCESS TO AUDIO EQUIPMENT?
- DO YOU HAVE THE POWER OUTLETS YOU NEED FOR THE AUDIO EQUIPMENT?
- HAVE YOU TESTED THE AUDIO EQUIPMENT PRIOR TO THE PRESS CONFERENCE?

### VISUAL

- IS THE LOCATION VISUALLY APPEALING? WILL THE BACKGROUND LOOK GOOD ON CAMERA?
- IF NOT, DO YOU HAVE A BACKDROP?
- DO YOU HAVE BANNERS OR OTHER VISUAL PROPS READY? IS THERE A PLACE TO HANG/SECURE THEM?
- IS THE LIGHTING SUFFICIENT FOR TELEVISION CREWS?
- IF NOT, DO YOU HAVE ACCESS TO ADDITIONAL LIGHTING?
- WILL THERE BE ENOUGH SPACE TO SET UP ADDITIONAL LIGHTING?

### POWER SOURCES

- VERIFY WHAT TYPES OF (AND HOW MANY) POWER SOURCES TELEVISION CREWS WILL NEED.
- ARE THERE ADEQUATE POWER SOURCES AT THE SITE?

### LAYOUT

- IS THERE ENOUGH SPACE FOR SPEAKERS, A PODIUM, CHAIRS, LIGHTS, CAMERAS, A SOUND SYSTEM, AND REFRESHMENTS?
- DO YOU NEED A VISUAL SEPARATION FROM THE PUBLIC TO INDICATE THE SPACE?
- ARE PRESS KITS READILY AVAILABLE? WILL THEY BE HANDED OUT OR PRESENTED ON A TABLE?
- IS THERE A PLACE WHERE INDIVIDUAL INTERVIEWS CAN BE CONDUCTED AFTER THE CONFERENCE?
- IS THE SPACE EASY TO NAVIGATE?

### TECHNICAL ASPECTS

- DOES AT LEAST ONE STAFF OR BOARD MEMBER HAVE A WORKING CELL PHONE ON SITE?
- DOES SOMEONE HAVE ALL IMPORTANT PHONE NUMBERS FOR TECHNICAL ASSISTANCE WITH LIGHTING AND SOUND EQUIPMENT?
- DOES ANYONE NEED INTERNET ACCESS? IS IT AVAILABLE?

### SPEAKERS

- DO ALL SPEAKERS HAVE THE INFORMATION THEY NEED?
- DO THEY KNOW WHEN THEY WILL SPEAK (IN WHAT ORDER)?
- DO THEY KNOW HOW TO USE THE MICROPHONE (IF USING)?

### OTHER

- WILL YOU PROVIDE REFRESHMENTS?
- IS THERE SOMEWHERE TO RECYCLE OR COLLECT CUPS, NAPKINS, ETC.?

## PRESS CONFERENCE – CONTINUED

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### GENERAL FORMAT

WELCOME AND REFRESHMENTS

DISTRIBUTE OR NOTE AVAILABILITY OF PRESS KITS

NOTE CONTACT PERSON FOR ALL ADDITIONAL INQUIRIES

STATE WHETHER INTERVIEWS ARE AVAILABLE AFTERWARD

STRESS CONFIDENTIALITY ISSUES AS APPROPRIATE

INTRODUCTION OF SPEAKER(S)

FIRST SPEAKER

SECOND SPEAKER

THIRD SPEAKER

CONTACT PERSON TAKES QUESTIONS AND DIRECTS THEM TO SPEAKERS AS APPROPRIATE

CONTACT PERSON THANKS THE PRESS FOR ATTENDING AND CLOSES THE PRESS CONFERENCE

INDIVIDUAL INTERVIEWS WITH SPEAKERS

MAKE A LIST OF ATTENDING PRESS, NOTING THOSE WHO TOOK PARTICULAR INTEREST IN THE TOPIC