

Step-by-Step

Organizing a Press Conference

- Confirm location and time. Think about where you want to stand, where you want others to stand and where visuals will be to have the best view for television crews.
- Secure a lead speaker, and decide who else is speaking. People directly impacted would be the right way to go. For education, that means a student, a parent, a teacher or principal, etc.
- Share talking points with your speakers. You don't want everyone to say the same thing.
- Decide what order of speakers you want. The emcee (you or a volunteer) will need to provide the context of the press conference before calling the first speaker. Give other speakers two minutes to speak. (Two minutes is a long time.)
- Bring printed copies of the press release to your event to hand out to press, and introduce yourself as the organizer as they arrive.
- Assign someone to take pictures of the press conference. If no press show up, send pictures along with the press release afterward.