

Press Conferences

- Plan your press conference at least two weeks in advance.
- Locate the best place to hold it. If the conference is going to be held in a public place, make sure you have a permit. Make sure reporters have the address and know exactly where to find you.
- Time your press conference so it does not coincide with other major events. Know deadlines so that you get stories in that day's papers and evening news programs.
- Alert the media in advance. Call the wire services such as United Press International (UPI) and Associated Press (AP). Send releases to newspapers and television/radio stations; include time, date, place, and a brief description of the event. Follow up with a phone call the day before the event. Make sure you talk to the right editor or reporter.
- Ask media representatives to sign an attendance sheet at a press conference so you can contact them in the future.
- Prepare a statement to be read aloud at the conference and distribute it before the conference begins. TV reporters appreciate this since they can read the statement and decide at what point they want to turn on their cameras. In addition, distribute a press release.
- Be prepared to answer questions.

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