

## News Conferences

News conferences can be a great way to get coverage for your campaign, but they need to be done right; make sure your news is 'newsworthy.' Journalists need to want to cover it

Planning is everything - make sure the logistics are done perfectly, so the event goes smoothly. Will you need microphones? A podium?

Choose your time/place well.

Fit your announcement into the news cycle, and make your location appropriate.

Education policy? Have your conference outside a school.

Is your location near enough for the press to get to? Does it have parking?

If you need them, does it have electrical outlets?

Visit the site before you hold an event there.

Have materials ready.

Prepare a release to accompany the conference.

Prepare packets for journalists (speaker bios, campaign brochure, research on topics discussed)

If using visuals (charts etc) get these ready well before the conference

Overworked journalists will always appreciate coffee!

Get the media there.

Contact them as soon as the venue and message are set.

Send out an advisory, and then follow up with a pitch call.

Message and Cycle

When does the event fall in your news cycle?

What will you be competing with? (Major events)

How does the speech tie into your message?

What are your soundbites?