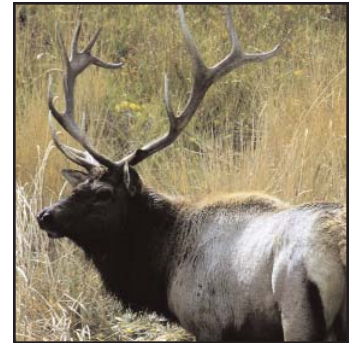




A GUIDE TO NEWS CONFERENCES, NEWS BRIEFINGS AND TELECONFERENCES

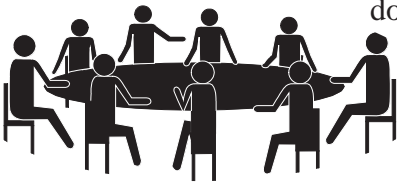
WHAT IS A NEWS CONFERENCE?

A news conference is a live media event that is used in the case of breaking news, a major announcement or the release of a detailed study or report. The point of the news conference is to accommodate multiple members of the media who may have many questions to ask. A news conference consists of one or more spokespeople who give the media an update on the topic at hand, followed by a question and answer period.



WHAT IS A NEWS BRIEFING?

A news briefing is more informal and more intimate than a news conference. A news conference may include dozens of members of the media, a news briefing is more select and is done with only a handful—usually no more than 12 reporters. Because it includes such a small group, the setting can be anything from an office to a restaurant over lunch.



WHAT IS TELECONFERENCING?

Teleconferencing is a way to communicate with the media, even when distance or other factors keeps you from being in the same room with them. The two most common ways to teleconference include:

- Audio conferencing: done through a telephone.
- Video conferencing: done through a television, the visual and audio quality isn't great, but it's the closest thing to being in the same room.

CHECKLIST

When preparing for a news conference, news briefing, teleconference or a public event make sure:

- The date, time and place have been cleared with all speakers and participants.
- There are no other major events or news conferences that could conflict.
- Talking points have been agreed upon.
- The presentations have been prepared and include good, quotable soundbites.
- The presenter has prepared and rehearsed answers to anticipated questions.
- Any visuals, graphs or charts are prepared and ready.
- There are enough handouts and media kits for all attendees or the materials are available on your website.
- The space where you are planning to hold the conference or briefing is large enough.
- All technical equipment is in good working order and backups are on hand.
- Any translators needed have been scheduled.
- There is a sign-in sheet available or some other method for recording who has participated.
- For public events, an event advisory has been sent to the calendar and events editor of all relevant newspapers three weeks before the event.