



KAAAC Advocacy Toolkit

Press Conference Preparation Check-List

- Are the date, time, and place convenient for the media and guests?
- How many people do you expect?
- Do you have enough space to accommodate all the invited people?
- Did you invite everyone you want there?
- What if not everyone shows up? Do you have a smaller room available so you don't have five people in an auditorium?
- Does your chosen place suit and accommodate the media's equipment needs (TV cameras, electrical outlets, microphones etc.)?
- Does it all work? Did you check it? (The easiest way to check it is to ask the members of the media about their needs.)
- Do you plan to make photos for reporters who did not attend your press conference for whatever reason? To make it convenient for the print media, use 8" X 10" prints.
- If your news is the result of a complex study, do you have a brief summary to make it easy to read for nonprofessionals in the subject?
- Are there members of your group in your office whom the media can reach to follow up?
- Did media people who did not come to the press conference receive a press kit?
- After you've checked all of these, check them again. Try to prepare for all possible situations.