



KAAAC Advocacy Toolkit

Ten Steps For a Successful News Conference

Step 1: Plan ahead. At least two weeks before the event, talk about what you want to do and how you want to do it.

Step 2: Tell your group about your ideas; get your members' ideas and decide on the message you want to get out.

Step 3: Prepare props, posters, banners and a press kit.

Step 4: Organize a list of reporters you plan to contact about your news conference.

Step 5: Write and fax a news advisory.

Step 6: Write the statement you plan to make at the press conference.

Step 7: Finalize all details. Write a news release.

Step 8: Call reporters to remind them about tomorrow's conference.

Step 9: On the day of the conference, arrive early to situate speakers, organize materials, etc.

Step 10: After the conference is over, hand deliver copies of your news release and statements to any reporters who didn't show up.