

## **PRESS CONFERENCES**

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**Putting together a press conference is really quite easy. I find that the keys to success are:**

**1). Have it at a location that is easily accessible by the media.**

For example, parking near location; near major freeway or highway.

**2). Having “it all together”.**

For example, sharp materials; succinct information; one contact person.

**3). You need to have a “hook”.**

For example, have it be in response to a recent event; a catchy title; presenters with name recognition.

**4). Make it a nice photo-opportunity.**

**Other tips to consider:**

The press likes to have quotes in advance and they like to have statistics available. In our case we can provide fact sheets about child protection in our county, about child protection nationally, about the Citizen Review Panel program in Minnesota.

An “event-advisory” is the same as a “media advisory”. You want to send this out to the local media two days prior to your event. It consists of your basic, “who what when where and why” information.

Then on the day of the event you will hand out the press release. Basically the advisory is the “teaser” and the press release is the “meat” of your message. Often reporters will write their story directly from the release and use quotes from it.

When I do a press conference I produce “press packets”. This is a nice folder with my business card in the little slot provided and the press release and any appropriate accompanying materials. I hand it out at the event.

You may also want to consider doing a guest column or letter to the editor in the local papers. You would include the work that is being done and let folks know of your existence. You might point out some of your findings and let people know where they can find more information. The group could co-author the letter with someone who has name recognition. One downfall of that is you may lose the “grassroots, community member driven” feel, but in the eyes of some it adds validity.

Spring 2001