



COMMUNITY ACTION NETWORK NEWS CONFERENCE CHECKLIST

1. Decide on a Clear Message
2. Identify Key speakers
3. Check Calendars
 - a) All interested parties must be included:
4. Finalize Event Location
 - a) Preferably on-site, or with family affected by event
 - b) Important to also finalize time; make sure to allow for prep before and after the event.
 - c) Finalize a "back up" location as well
5. Write Press Release
 - a) Include pertinent event information (who, what, when, why, where, how)
 - b) Include contact person/name/phone
 - c) Date the release
6. Write Talking Points
 - a) Must be distributed to affected person at least 72 hours prior to event.
 - b) Include pertinent event information (who, what, when, why, where, how)
 - c) Keep it conversational
7. Develop Press Agenda (see attachment 5)
 - a) Must be done at least 72 hours prior to event.
 - b) Include correct spelling and full title of all persons on agenda
8. Distribute Press Agenda to affected by agenda
 - a) When time permits, at least 72 hours prior to event.
9. Write Media Advisory (see attachment 6)
 - a) Must be done at least 24 hours prior to event.
 - b) Include time, brief detail of event, and directions to event location
10. Distribute Media Advisory
 - a) Must be done at least 24 hours prior to event.
11. Follow-up with Media
 - a) Must be done at least 2-12 hours prior to event
12. Make Press Packets
 - a) Must be done at least 12 hours prior to event.
 - b) Use pocket folder and include: pertinent program information, news release, agenda, business card, and, if available, fact sheet
13. News Conference
 - a) Wear pager
 - b) Make necessary introductions prior to starting event
 - c) Be available on site to answer questions or coordinate an interview for press
16. Follow Up
 - a) Track stories that air/print about events (including agency, time, reporter)
 - b) Record or clip stories
 - c) Distribute copies of article to (or provide videotape viewing) to planning team members and key

