PLANNING A PRESS CONFERENCE

WORKSHEET

Use this worksheet to think through what a press conference around your issue might look like.

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| EVENT BASICS | What is the issue?  Who is the targeted decision maker(s)?  In what media market will your event take place?  What are the approximate boundaries of this media market? |
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| MESSAGE | What will your signs say?  What key points will your talkers make? |

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| TALKERS | Who is your surrogate? This is someone who serves both as an influencer to the target and as a draw for media.  Who is your validator? This is someone who is seen as an expert on the issue.  Who is your everyday person? This is someone who is impacted by the issue. |
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| LOCATION | Where will you hold your event, and why? |
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| LOCAL FLAVOR | How will you tailor the event to the local media market? |