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| Logo  Description automatically generated |  | publicity  Publicity Activity #6 |

# A picture containing text, toy Description automatically generatedPRESS CONFERENCE

A press (news) conference involves the presentation of event related information to the media. In a press conference, your publicity team determines precisely what information will be presented, the manner in which it is presented, and who presents it. This provides your group with control over how the message is conveyed to the public.  
  
Press conferences afford your Sports Business Program the opportunity to get your story on TV, radio or in the newspaper. A press conference could provide an excellent platform for launching your Sports Business Program and communicating your goals to the community and/or provide valuable publicity for an upcoming event.  
  
When hosting a press conference, an organization will typically:

1. Determine where to host the conference and at what time
2. Contact the media with the details
3. Determine the information you want to communicate through the media
4. Develop your presentation
5. Deliver presentation
6. Prepare responses for potential reporters’ questions

In the space provided below (use additional paper if necessary), sketch out the details for a press conference. When you feel like your group is prepared, host a mock press conference in class to help you practice for a live event.

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