



PRESS CONFERENCE PLANNER

A press conference is a well-planned media event in which an organization/individual invites journalists to hear them speak and address questions. Television stations and networks really value news conferences because today's TV news programs air for hours at a time and they need ever-larger quantities of footage. Listed below is a suggested format for a press conference:

I. Welcome and Introduction

- A. Welcome and thanks to attendees, sponsors, partners, etc.
- B. Statement of subject and objective of the press conference.
 - a. Overview of the HIV/AIDS problem/statistics in Black communities
- C. Preview of scheduled speakers (*names, background and affiliations*) and brief statement of what each speaker will talk about.
- D. Introduction of speaker #1

II. The HIV/AIDS Public Health Perspective (Speaker #1)

- A. Status of public health effort to combat HIV/AIDS in Black communities.
- B. Public health needs with regard to HIV/AIDS among Black communities.
- C. General overview of available public health services.
- D. Locations for screenings and other HIV/AIDS services.
- E. Introduction of speaker #2.

III. The HIV/AIDS Community Service Perspective (Speaker #2)

- A. Overview of community based HIV/AIDS organizations/programs targeting Black communities.
- B. Obstacles to success of community based HIV/AIDS organizations/programs.
- C. Strategies for improving success of community based organizations and programs.
- D. How people can get involved.
- E. Introduction of speaker #3.

IV. The HIV/AIDS Political Perspective (Speaker #3)

- A. Current political climate regarding HIV/AIDS in Black communities.
- B. Overview of past, current, and future HIV/AIDS political activities.
- C. History and current status of HIV/AIDS funding for Black communities.
- D. How people can get involved.

V. Question and Answer Session

VI. Wrap Up/Closing Statement