

# **NAHU's Guide to Planning a Press Conference**



2008

## **Planning a Press Conference Step by Step**

- Finding the Right Media Outlets
  - Put together a media list. NAHU has access through PR Newswire to current media lists by state and subject matter. Pull media lists on Operation Shout under “Media Guide”.
  - List should include print, television and radio reporters. Remember to also include weekly and community newspapers.
  - Make sure to include name, phone number, fax number, email, and address.
- Set the date and time. Mid-morning Tuesday and Wednesday are the ideal times to maximize press coverage.
- Determine who will speak at the press conference and how long it will last.
- Invite VIP guests, such as the mayor or local legislator early.
- Prepare a media advisory and send it out at least one week before your event.
- A few days before the event follow-up by phone to encourage reporters to attend, including daybooks.
- Assemble press kits that include written summaries of your findings, prepared statements to be read at the briefing, recent press releases, general information about your chapter and appropriate contact information.
- On the day of the event, make arrangements to leave enough space for television cameras on the sides or back of the room.
- Welcome all media and have them sign in. Give them a copy of your media kit.
- Give them the opportunity to interview the speakers with their permission before or after the event.
- Start and end the event on time.
- Thank the media and participants for attending.
- Send thank-you notes to all the press that attended the event.

## **Announcing an Event or Reacting to News -- The "Media Advisory"**

The media advisory is an effective communications vehicle for advising the media about an upcoming event or reacting to a news development. The format of the media advisory is more defined in terms of the who...what...when...where. Often the information is presented in bulleted form to highlight the salient points.

The media advisory should be labeled as such, followed by an eye-catching headline. The event or reaction should be succinctly described within the "What" section, followed by key information for the "When", "Where" and "Who" sections, as appropriate. As with the press release, it is critical to include a contact name and number, as well as a brief "boilerplate" description of the association.



## National Association of Health Underwriters

*America's Benefits Specialists*

### Media Advisory

- WHO:** The National Association of Health Underwriters (NAHU)
- WHAT:** Hill Briefing - "Helping Americans Find Health Care Coverage Solutions" NAHU will unveil its new ***Health Care Coverage Options Database***
- WHEN:** Thursday, May 19, 2008, 12:00 – 1:30 p.m. (***Lunch Provided***)
- WHERE:** Rayburn House Office Building, Room B-369
- WHY:** There are as many as 45 million Americans who lack health insurance. To address this problem, NAHU has developed the Health Care Coverage Options Database, an on-line tool to help consumers find health insurance.

The Database contains information about private health insurance coverage, as well as the many public and private programs available to Americans to help them obtain the medical care they need. The media can use the interactive Database to compare health care coverage reforms across state lines and investigate state and federal health care programs.

For more information or to RSVP, please contact Kelly Loussedes, Vice President of public relations at 703-276-3835 or [kloussedes@nahu.org](mailto:kloussedes@nahu.org).

The National Association of Health Underwriters represents more than 20,000 professional health insurance agents and brokers who provide insurance for millions of Americans. For more information, please contact Kelly Loussedes, Vice President of public relations at 703-276-3835 or [kloussedes@nahu.org](mailto:kloussedes@nahu.org), or visit our website at [www.nahu.org](http://www.nahu.org)

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