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# Information Note

## Event

A media event at which no statements are made, and no questions allowed, is called a photo opportunity. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament to the senate, via a media availability[1].

Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage.[clarification needed]

## Objective

News conferences are often held by politicians (such as the President of the United States); by sports teams; by celebrities or film studios; by commercial organizations to promote products; by attorneys to promote lawsuits; and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold news conferences reluctantly in order to avoid dealing with reporters individually.

## Their Interest

A news conference is often announced by sending an advisory or news release to assignment editors, preferably well in advance. Sometimes they are held spontaneously when several reporters gather around a newsmaker.

News conferences can be held just about anywhere, in settings as formal as the White House room set aside for the purpose to as informal as the street in front of a crime scene. Hotel conference rooms and courthouses are often used for news conferences.

## Connections to BC

Along with the press release, public relations professionals use press conferences to draw media attention to a potential story. Press conferences are typically used for political campaigns, emergencies and promotional purposes, such as the launch of a new product.

Presidents have been using press conferences since the Wilson administration to alert the country to their stance on issues or to calm public fears. Political activists hold press conferences to state opinion on proposed legislation, and candidates use them to communicate their stance on important issues.

## Background

Promotional press conferences are among the most common. Public relations professionals use press conferences to make important announcements to gain coverage in newspapers, magazines, blogs and on TV news broadcasts. Reasons to hold a press conference include:

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