

VIVEKANANDA COLLEGE  
THAKURPUKUR  
KOLKATA-700063

NAAC ACCREDITED 'A' GRADE

Samester-2

**Topic:** PRESS CONFERENCE

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Name of the Teacher: Dipanjana Basu.

Name of the Department: Journalism & Mass Communication.

## Press Conference

Many organisations work in different sectors particularly in the social, cultural, scientific, economic and related areas who contribute positively towards the society in various ways. Some times their activities are so important that they deserve proper publicity for the benefit of the people at large. On many occasions these organisations face different problems which should not create roadblock for carrying on their socio economic activities and in the process common people are not deprived from getting right kind of information. Beside these organisations other bodies including those of government and private and public sector companies often need to inform certain matters to publicise in the interest of the common people and invite the representative of the newspapers, radio and television channels as the medium to inform people about certain information, they feel people should know through the mass media for the benefit of all concerns. Meeting of the press persons by any such organisations for fishing out different types of information relating to that particular company or organisations of any type is called press conference.

The organiser who want to publicise their news in the mass media, invite the representative of all sections of the media including radio, television, newspapers and news agencies, through letter generally two to three days advance, informing them about the time date and the venue of the planned press conference.

Now-a-days holding of the press conference has become quite an important means of giving information to the members of the press. If the method is properly it can prove quite effective. In fact a press conference should be held only on important occasions. The main advantage of a press conference is that much back ground information can be given off the record. But you should not forget to tell the press that the information given is off the record. Thus a press conference should never be called just to give the information which could very well be imparted through a press release. That is a good thing to invite the journalists from all the concerned news paper. As far as the holding of the press conference is concerned, the following points should be followed :-

1. Should be held only on very important occasions.
2. Generally invitations should be sent to all the concerned newspapers to send their reporters.
3. Should also provide the background material regarding the history of the organisation, the purpose of the press conference as well as a little history of the main speaker of the day.

4. Press conference should be started at the appointed time or within 5 or 10 minutes of the time.
5. The speeches made at the conference should be brief and not very lengthy, so that there is enough time for the reporters to ask questions.
6. It is always better to hold the press conference in a spacious room where ample sitting arrangements can be made.
7. A personal welcome from the press officer or his assistant will be a very good gesture which will go far to make the conference a success.
8. Should also try to have the speech of the principal speaker printed in advance for distribution among the press reporters.
9. End of the press conference the necessary literature giving information regarding the occasion can also be given to the press reporters.
10. If necessary suitable photographs appropriate to the occasion should also be sent along with the press release.

If we remember all these points thoroughly while arranging a press conference, we are definitely going to be much pleased with its success.