

3 News Conference Mistakes



you don't want to make!

1. Provide shade for your speaker but overlook the bright sunshine behind him/her.

Problem: Speakers are back lit and look like they are part of the Witness Protection Program.

2. Hold the news conference in an office rather than a scene related to the news topic.

Problem: Camera crews want/need good pictures to accompany the story. Your conference may get ignored.

3. Hold the conference at 4pm, or later.

Problem: TV news crews have to shoot, write and submit their story by 5pm/6pm newscast. Late conferences may be passed up as they don't allow enough time to produce the story for airing.