



Hosting a Political Press Event

**ABC Webinar
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Getting Coverage for Political Visits

- Generate news
- Raise awareness about problems
- Advance the cause
- Getting your message across about your efforts
- Make an impression
- Boost morale
- Get more people involved in ABC



Gov. Walker Visits Training Simulators



Sen. Johnson receives ABC Eagle Award



Get Into Politics or Get Out of Business®

Congressman Ribble and eight state legislators



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Congressman Grothman



**Endorsement
September 2014**



**Job site visit
March 2015**

**SkillComp
February 2016**



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Develop your message

- Have a single, focused, easy-to-understand message that could be conveyed in a four- to five-word headline.
- The topic or event should be newsworthy or of significant interest to the general public so that media outlets are more likely to send reporters to cover it.
 - Chapter endorsement of politician
 - Proclamation recognizing careers in construction month
 - Award or event (SkillComp)
- Once you know your message, everything else in your news conference should be set up to reinforce it.



Start Planning Months in Advance

Confirm the politician: usually back in the district on Friday

Pick a media market that works for your announcement

Select date and time

- Thursday mornings are the best, then Wed or Tuesday
- 10 best, 2PM second best. All other times tied for worst
- Check community calendar to make sure the date does not conflict with other significant or newsworthy event

Choose speakers besides congressman

- Strong, charismatic, articulate (ex: Board Chairman or Members)
- Prepare speakers in advance on how to answer difficult questions

Select a location that is easily accessible and has little background noise

- Arrange for parking
- Eye Candy: banners, job site, training simulators (something to see)
- If it is an outdoor event, find a rain location



Media Outreach

Weeks before the event - Build media list

- Names, phone numbers, fax / email of media outlets and reporters in area
- Two options: purchase or gather yourself (ABC National can help with this)

One week before event:

- Put info up on social media (be prepared for protesters at publicized events) and invite members
- Politician should notify their supporters

Two Days before the event:

- Send out short media advisory: who, what, where, when, why and a contact name and phone number

One Day before the event:

- Call the press and confirm their attendance
- Personally speak with the reporters, do not depend on left messages

Morning of event:

- Send out media advisory again and include **"TODAY"** in bold underlined font (advisory should be sent before 6am, most reporters get a daily schedule at an early morning rundown meeting)

Press Release

Be Brief and Clear:

- Keep to one page in length that could be printed verbatim as a news story.

Include

- Location, names, titles, location and (if relevant) employers of participants
- Quotes
- Summary of what press conference was about
- Background information
- Contact name, phone number and email

Double check for typos

Have on hand at event, and send out immediately following the event



Staging Checklist

- Arrive early
- Hold a meeting to brief all speakers before the event
- A podium is a good idea
- Participants should be dressed for the occasion
- Arrange press area with clear view of the speaker and room to set up microphones (A mult box for press is a plus)
- Position ABC logo behind speaker or in front of podium so it will be included in photos and video.
- Make sure that visuals are not placed too high so as to be out of the picture, or too low so as to be blocked by the participants
- Assign one person to greet the media



Press Conference

Short and Sweet

- Begin on time
- 20–30 minutes. Not all participants need to speak
- Step-in to conclude the proceedings
- During press conference take pictures and hand out press release

Expect the Unexpected

- Sometimes the press does not show up because they are bored with the concept, get lost, or something better comes along
- If you don't know the answer to a question, say so

Afterwards

- Thank the press and members for attending
- Send pictures to media (may run in paper or on website)
- Tweet, blog, linkedin about press conference
- Monitor the media for event coverage
- Celebrate