

## PRESS CONFERENCE BROADCAST & ROOM LAYOUT

**Team Spokesperson:** A crewmember who stands and reads the opening statement as the panel appears before the reporters. (Need one from each team.)

**Crewmembers:** Members of a Challenger Center team who work together to prepare and present a statement and responses to questions about the accomplishments of their mission. Questions will be asked one at a time. Then the panel member who has been assigned that question will respond, with the affirmation and assistance of the team.

**Reporters:** Students selected from the remaining class members, who will ask specific questions assigned during a team's appearance on the set. These persons will wear a "Press Pass," and represent a major news agency in the area or country. (Recruit one per team question.) The reporters will be handed the questions ahead of time and should be prepared to stand and ask them aloud.

**Producer:** Gets a list of reporters who will ask the questions. He or she will then find out which team members will answer each question and inform the camera personnel. The producer is also in charge of "producing" the conference, saying "action" or "cut" and telling the anchor person when to start.

**Editor:** Monitors what the camera sees by using a TV or computer monitor. He or she instructs the camera personnel where to point the camera and what to focus on, using the producer's notes from above.

**Camera Operator:** Should have confident familiarity with the video camera system. He or she will follow the instructions of the editor concerning where to point the camera.

**Anchor Person/Emcee:** While working with the moderator, this person, like a television anchor, must be able to help the program run smoothly. The emcee should weave together a script based on the plans of the conference, yet be able to "think on his or her feet," as the need arises. The anchor introduces teams, makes concluding remarks, and breaks for commercials. The anchor person works closely with the video crew to coordinate the press conference. He or she will be following the producer's lead. This person (who could be the teacher) must be able to speak in front of a camera and audience to introduce or wrap up each segment of the conference.

## PRESS CONFERENCE BROADCAST & ROOM LAYOUT

**Hosts/Hostesses or Security Officers:** These students prepare to assist visitors, guests and others who come in. They pass out welcome flyers or extra questions, distribute badges and escort visitors to their seats. They will need to be briefed on how to handle interruptions.

**Sponsors/Commercials:** Students sign up to prepare advertisements for “set changes.” During the time when one crew has finished and another is coming to the panel area, the “commercial” takes place. A commercial may be any creative recommendation that involves persuasive speech or role-plays. This could pertain to a product resulting from space exploration, a place to visit having to do with the mission, a futuristic technological breakthrough, a great book having to do with the subject or another idea along the theme of the unit.

# PRESS CONFERENCE BROADCAST & ROOM LAYOUT

C D N R  
O A A E  
M T V M  
A

P I L M  
R S S E  
O O  
B  
E

ANCHOR

REPORTERS,  
GUESTS  
AND  
SPONSORS

CAMERA

PRODUCER

HOSTS/HOSTESSES