

Press Conference



Teachers Information:

This activity is used to improve communications skills and emphasize teamwork, cooperation and creativity.

Materials:

- room to set up conference
- 2 long tables
- clipboards
- notepads
- pens
- video and sound equipment
 - *Optional Materials*
 - materials to produce costumes, mission patches, props, etc...
 - video of students from CLC mission
 - video of NASA post-mission press conference

Extended Objectives:

- to give closure to the class as a whole
- to improve communications skills
- to provide experience for real-life situations

Personnel:

- Panel of Crew Representatives: 8 students-1 from each team
- Panel of Reporters: 6-8 students or parents and administrators
- Camera Crew: 2-4 students
- Moderator: teacher

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Press Conference

Preparation:

1. Each crew from the mission is assigned a representative to speak on the panel.
2. Each crew is given some sample questions that might be asked. They must come to some consensus on their answers.
3. Each crew will elect a recorder who will write the crew's responses to the questions.
4. Each crew will also write a prepared statement regarding the results of their part of the mission. This will be reported before the questions from the news panel begin. Information for this statement may be taken from the DATA LOGS.
5. The teacher selects a panel of news reporters. They should each be given a set of sample questions for each crew.
6. Each reporter is required to write at least one additional question that is not included in any of the samples.
7. Each reporter must be prepared to clarify his/her questions during the conference.

Press Day:

1. A camera crew is selected (optional). They are assigned a task of setting up the tables and chairs and reviewing good filming techniques.
2. The monitor is arranged so that the students in the audience can see it.
3. The moderator should start the press conference by introducing the crewmembers.
4. Each crew representative gives the prepared report.
5. The reporters select from their questions one at a time. They must address the team to whom the question is directed. The representative of the crew must respond before another question is asked. The moderator reserves the right to clarify a question or an answer.
6. The students in the audience may be required to agree or disagree to clarify their representative's response.

Alternatives:

1. If an auditorium is available, all crewmembers could be interviewed on stage by the press panel. The audience might be parents or other students who did not fly the mission.
2. A class preparing to fly a mission might interview a class who has just returned.

Press Conference

Generic Team Reports

Team Prep Sheet

Press Conference Preparation

Goals

- to prepare a statement of your duties on the mission
- to prepare answers to specific questions about these duties
- to choose who will answer each question

Fill in the blanks with your specific team's information. Write out this statement in your own words and use it during the Press Conference.

After the conference, you will need to turn this form in to your teacher to file.

As members of the _____ team our assignment was to _____
_____. Our responsibilities included _____
_____. (Names) _____ and
_____ and _____ began in Mars Control and _____
_____ and _____ began in the Mars Transport Vehicle.

During the mission, our team followed task cards to help us complete our tasks. While Astronauts in the Mars Transport Vehicle did hands-on work with the science equipment, Mission Specialists in Mars Control recorded and analyzed the results of those tests.

As a team, we considered our mission to be _____ (very successful, successful, not very successful.) Our most important accomplishment during the mission was _____
_____.

Signed,

Challenger Center Astronaut



Press Conference

Press Conference Personnel Listing

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 team 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: 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.

Host/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/Commericals: 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

PRESS CONFERENCE PREPARATION

SAMPLE ROOM LAYOUT

X

X

X

X

X

X

X

X

COM

DATA

NAV

REMOTE

PROBE

ISOLATION

LIFE SUPPORT

MEDICAL

ANCHOR

REPORTERS,
GUESTS
and
SPONSORS

CAMERA

PRODUCER

HOST/HOSTESSES