The Press Conference event casts competitors as Public Information Officers for a police department. Participants will prepare and deliver a press release, addressing a simulated audience in a press conference setting.

Entry Requirements

- Competitors in this event compete individually, not as a team.
- Chapters can only register 3 individuals to compete .

Materials

Competitors can/should provide the following materials. Competitors are only permitted to bring in the below materials to the competition. TPSA does not provide the below materials.

- **3" x 5" notecard** Notes taken during prep (prior to competition). Both sides of the note card can be utilized.
- **Photo Identification** Reference [the rulebook](https://tpsa.info/rulebook) (https://tpsa.info/rulebook) for details

Procedures and Timeline

- **Prior to Competition** The regional incident will be released at least one (1) month prior to the start of regional competition and the state incident will be made available the day following the conclusion of the last regional conference. Prior to arrival at the competitive event.
    1. Review the law enforcement incident information.
    2. Prepare a press release to be presented as part of a simulated press conference during competition.
    3. Make notes on a single 3" x 5" notecard. You may write on both sides. This notecard is the only item that may be brought in to the competition.
- **Check In (10 min Time Limit)** Competitors must check in to their event at their designated **check-in time**. Competitors that arrive **ten (10) minutes** after their designated check-in time will be marked as no-shows and not be allowed to compete out of respect for the time commitment made by our judges and volunteers.
- **Pre-Event Briefing (5 min Time Limit)** After check-in, competitors will be guided to the designated event area. Once there, the moderator will provide a comprehensive briefing, detailing the event's instructions, rules, and procedures. This briefing ensures that each competitor is well-informed and prepared for the subsequent stages of the competition.
- **Presentation (5 min Time Limit)**
    - The competitor will be directed to the competition area where they will present their press release statement to a panel of judges
    - If the competitor has not completed their press conference when the 5 minute timer sounds, the competitor will stop presenting, and only the information presented verbally will be scored.
    - This event does not include a question and answer section.
    - The competitor will submit their notecard to the judge and leave the presentation room.
    - If the competitor concludes their prepared statement prior to the 5 minute timer sounding, they will submit their notecard to the judge and leave the competition presentation room.
- **Evaluation and Scoring (5 min Time Limit)** After the completion of the event, the judges will convene to assess each competitor's/team's performance based on a standardized rubric. This stage is conducted without the presence of the competitors. Judges will evaluate the criteria outlined in the rubric to ensure a fair and objective scoring process. Once all assessments are finalized, scores will be recorded for each competitor/team.

Professional Dress Guidelines

To secure professionalism points, competitors should dress in attire that accurately reflects what professionals in the respective public safety careers would wear while performing the tasks associated with the event. Competitors are also expected to consult and follow the professional dress guidelines in the rulebook to qualify for points. Additionally, participation is contingent upon meeting all prescribed safety protocols.

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Delivery						
Stage Presence Poise, eye contact and enthusiasm	**0** No attempt was made to use body movement or gestures to enhance the message. No interest or enthusiasm for the topic came through in the presentation.	**2** The posture, body language, and facial expressions indicated a lack of enthusiasm for the topic. Movements were distracting.	**4** Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort in interacting with the audience; limited use of gestures to reinforce verbal messages. Facial expressions and body language are used to generate enthusiasm but seem somewhat forced.	**6** Maintained adequate posture and non-distracting movement during the speech. Some gestures were used. Facial expressions and body language sometimes generated an interest and enthusiasm for the topic.	**8** Movements & gestures were purposeful, enhanced the speech delivery and did not distract. Body language reflects comfort in interacting with the audience. Facial expressions and body language consistently generated substantial interest and enthusiasm for the topic.	**0pts**
Voice Pitch, tempo, inflection, quality	**0** There was no variety in pitch, tempo, voice inflection, or tone.	**2** There was little variety in pitch, tempo, voice inflection, or tone.	**4** Could be heard most of the time. The competitor attempted to use some variety in vocal quality, but not always successfully. The tone seemed inconsistent at times.	**6** Spoke loudly and clearly enough to be understood. The competitors varied voice inflection (rate, pitch) volume to enhance the speech. Tone complemented the verbal message. Pauses were attempted.	**8** The voice was clear. The competitor varied the rate & volume to enhance the speech. The tone heightened interest and complemented the verbal message. Appropriate pausing was employed.	**0pts**
Diction pronounciation and grammar	**0** Many distracting errors in articulation. Monotone or inappropriate variation of vocal characteristics. Inconsistent with verbal message.	**2** Delivery quality minimal. Regular verbal fillers (ex: "ahs," "uh/ums," or "you-knows") present. Delivery problems cause disruption to message.	**4** Delivery adequate. Enunciation and pronunciation are suitable. Noticeable verbal fillers (ex: "ahs," "uh/ums," or "you-knows") are present.	**6** Delivery helps to enhance the message. Clear enunciation and pronunciation. Minimal vocal fillers (ex: "ahs," "uh/ums," or "you-knows").	**8** Delivery emphasizes and enhances the message. Clear enunciation and pronunciation. No vocal fillers (ex: "ahs," "uh/ums," or "you-knows").	**0pts**

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Professionalism This criterion evaluates the appropriateness of attire and the level of professional behavior displayed, considering industry standards relevant to the event.		**(2)** Attire is inappropriate for the event and does not meet industry standards. Professional behavior is inconsistent.	**(5)** Attire is mostly appropriate but may not fully meet industry standards. Professional behavior is generally acceptable.	**(8)** Attire meets industry standards and is appropriate for the event. Professional behavior is consistent.	**(10)** Attire meets industry standards and is appropriate for the event. Professional behavior is outstanding and goes above and beyond expectations. Attire quality is not a factor between Proficient and Exemplary.	**0pts**
Content						
Introduction of Self Properly introduce themselves at the beginning of the presentation. The introduction includes job title, name, and agency name.	**(0)** Did not make any attempt to introduce self.	**(1)** No introduction was provided or there was a vague mention of identity without clarity.	**(2)** Clearly introduced self, but lacked additional relevant details.	**(4)** Introduced self clearly with some relevant context.	**(6)** Introduced themselves with clarity and provided their job title, name, and agency name.	**0pts**
Time, date, and location of incident Give an introduction that provides essential details about the incident including location, date, and time.	**(0)** Did not provide the location, date, and time of the incident.	**(2)** Provided the location and/or time, and/or date of the incident, however, one or more pieces of information are missing.	**(6)** Provided the location, time, and date of the incident and at least one is incorrect.	**(8)** Provided the correct location, correct time, and correct date of the incident, however, placement within speech is not ideal.	**(10)** Provided the correct location, correct time, and correct date of the incident in a logical sequence within the speech.	**0pts**

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Nature and Scope Describe the nature and scope of the incident (active shooter, hostage situation, etc). Specify the affected area and any potential threats to nearby communities or infrastructure. Provide a chronological account of the incident's progression, including any factors that contributed to the incident.	**0** Did not attempt to introduce or explain the nature and scope of the call.	**2** Introduced the nature of the call, but failed to explain the scope and/or provide a chronological account of the incident.	**6** Introduced the nature of the call and provided a limited explanation of the scope. Included some information pertaining to the incident's progression.	**8** Described the nature and scope of the incident (active shooter, hostage situation, etc). Specified the affected area and any potential threats to nearby communities. Provided a chronological account of the incident's progression, including any factors that contributed to the incident. Information was not provided in a logical sequence which created some confusion for the audience.	**10** Described the nature and scope of the incident (active shooter, hostage situation, etc). Specified the affected area and any potential threats to nearby communities. Provided a chronological account of the incident's progression, including any factors that contributed to the incident. Information was provided in a logical sequence and did not create confusion for the audience.	**0pts**
Actions and Resources Provide all information highlighting the actions taken by law enforcement, emergency services, and relevant agencies to contain and control the incident and include all resources deployed, such as personnel, equipment, and mutual aid assistance.	**0** Did not attempt to provide information regarding actions taken or resources utilized.	**2** Provided limited information highlighting the actions taken by law enforcement, emergency services, and relevant agencies to contain and control the incident or only mentioned some resources deployed, such as personnel, equipment, and mutual aid assistance. Did not provide information in a logical sequence which may have caused confusion for the audience.	**6** Only provided some information highlighting the actions taken by law enforcement, emergency services, and relevant agencies to contain and control the incident or only mentioned some resources deployed, such as personnel, equipment, and mutual aid assistance. Information was provided in a logical sequence that did not create confusion for the audience.	**8** Only provided some information highlighting the actions taken by law enforcement, emergency services, and relevant agencies to contain and control the incident or only mentioned some resources deployed, such as personnel, equipment, and mutual aid assistance. Did not provide information in a logical sequence which may have caused confusion for the audience.	**10** Provided all information highlighting the actions taken by law enforcement, emergency services, and relevant agencies to contain and control the incident and mentioned all resources deployed, such as personnel, equipment, and mutual aid assistance. Information was provided in a logical sequence that did not create confusion for the audience.	**0pts**

Criteria	Unattempted	Unsatisfactory	Satisfactory	Proficient	Exemplary	Points
Community Impact Detail any emergency information that has been ordered and the reasons for these decisions. Include information about emergency contact numbers for affected residents. Provide safety guidelines for those in the vicinity of the incident, such as staying informed, creating defensible space, and following official instructions. Road Closures and Traffic Impact: List road closures, detours, and traffic disruptions caused by the incident. Offer alternative routes and advise motorists to stay informed through official channels.	**0** Did not attempt to provide information regarding community impact.	**2** Provided less than 50% of the required information and/or presented information in a way that created confusion for the audience.	**6** Provided at least 50% of the required information in a way that did not create confusion for the audience.	**8** Provided at least 75% of the required information in a way that did not create confusion for the audience.	**10** Provided 100% of the required information in a way that did not create confusion for the audience.	**0pts**
Injuries and Damages Provide confirmed lives saved, causalities and injuries to civilians and emergency personnel. Provide information about medical assistance and support for affected individuals.	**0** Did not attempt to provide information regarding injuries and damages.	**2** Provided less than 50% of the required information and/or presented information in a manner that created confusion for the audience.	**6** Provided at least 50% of the required information in a manner that did not create confusion for the audience.	**8** Provided at least 75% of the required information in a manner that did not create confusion for the audience.	**10** Provided 100% of the required information in a manner that did not create confusion for the audience.	**0pts**
Effective Conclusion Craft a compelling, concise, and clear conclusion that encapsulates the primary points of the press conference. Provide a time and date for the next scheduled press conference and contact information for media inquiries.	**0** Did not attempt to provide any form of conclusion.	**2** Conclusion was missing or lacked clear relevance to the main points presented.	**6** Provided a basic conclusion that summarized some of the main points, but lacked information pertaining to future press conferences or media inquiries.	**8** Crafted a clear conclusion that recapped the primary points and added some finality to the statement. Provided information pertaining to future press conferences and media inquiries.	**10** Delivered a compelling conclusion that not only summarized key points but also resonated emotionally or rhetorically, leaving a strong impression. Provided information pertaining to future press conferences and media inquiries.	**0pts**

Total Score: **0** /100 pts