



Organizing Press Conferences on the Subject of Changes Caused by the COVID-19 Pandemic

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ABSTRACT

The aim of the article is to describe the changes which have occurred in the Public Relations field as well as journalism as an aftermath of the COVID-19 pandemic. The paper includes a presentation of tools used by specialists, mainly in media relations. However, the key subject centers around the theoretical and practical organization of press conferences, which is based on in-depth research. **Concept and research methods:** The research has been conducted by the Polish Press Agency and a team of analysts from the Institute of the Information Society Development Institute under the guidance of the article's author. The research was conducted in July and August 2021 among journalists whose data has been included in PAP. 106 surveys were conducted using 2500 available records. The analysis was based on the rules of the CAWI method. **Results and conclusions:** The number of press conferences has declined during the pandemic, nevertheless they are still organized online. Press conferences shall be further applied to present complex subjects. **Originality and cognitive value:** The article is based on original research results on rare topics.

KEYWORDS

COVID-19, communication, press conferences, media, public relations