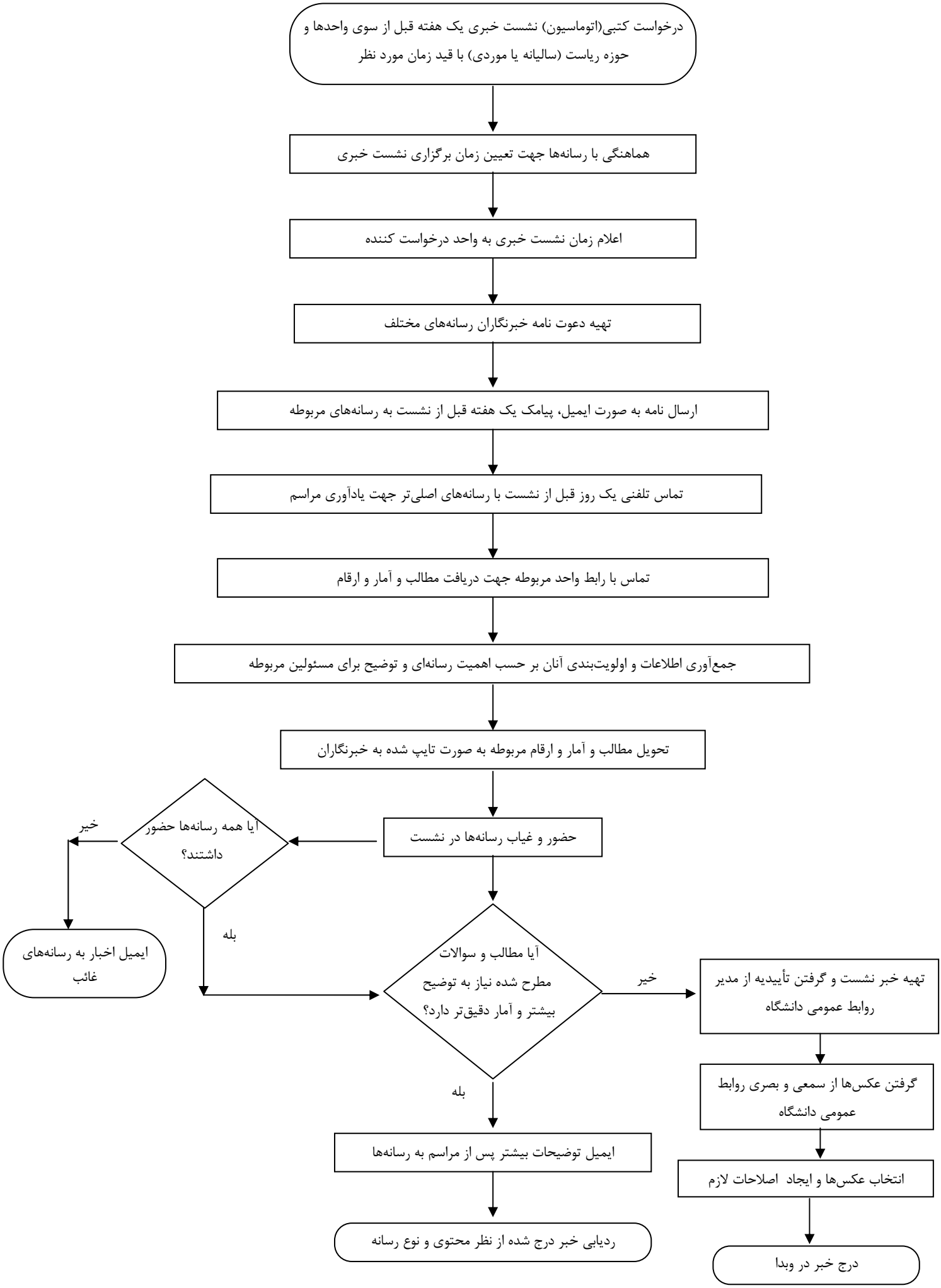فرآیند برگزاری نشست خبری