



## Guidelines for News Media Covering the 2009 Meeting

The Radiological Society of North America is pleased to welcome the world press to its 95<sup>th</sup> Scientific Assembly and Annual Meeting.

**GENERAL INFORMATION** The 95<sup>th</sup> Scientific Assembly and Annual Meeting, Sunday, Nov. 29, to Friday, Dec. 4, 2009, in Chicago, is an international forum of peer-reviewed research, state-of-the-art technology and education for radiologists, radiation oncologists, medical physicists and allied scientists. It is a meeting place for medical imaging leaders worldwide. As such, it provides a host of news opportunities. Recognition of the assembly's high professional standards is reflected in the meeting's attendance, which averages 60,000, and by the number of scientific presentations (2,000 on average).

**NEWSROOM LOCATION** The RSNA Newsroom is located in the McCormick Place Lakeside Center, Hall E.

Newsroom facilities include a work area, broadcast studio, several interview cubicles, news conference room and food service.

### **NEWSROOM HOURS**

Saturday, Nov. 28, 12 p.m. to 5 p.m.  
Sunday – Wednesday, Nov. 29 – Dec. 2, 8 a.m. to 6 p.m.  
Thursday, Dec. 3, 8 a.m. to 5 p.m.  
Friday, Dec. 4, 9 a.m. to 12 p.m.

**MEDIA ELIGIBILITY** Press badges are available only to *working press* who can show evidence that their attendance results in original coverage of the RSNA Scientific Assembly and Annual Meeting in print, broadcast or recognized Internet news media.

RSNA does not issue press badges to: publishers or a publication's advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers' house organs or promotional publications; public relations staff of exhibitors or educational institutions; or other individuals who are not actually reporting on the meeting.

To obtain a press badge, identification certifying that you are a working member of the print or broadcast news media and/or a letter from an editor stating that you are on assignment to cover the RSNA Scientific Assembly and Annual Meeting is required. Business cards or membership cards from communications or writers organizations are not sufficient to establish eligibility.

**PROOF OF COVERAGE** If you attended a past RSNA meeting as media, you will be asked to furnish a copy of an article or report resulting from that assignment to be credentialed as press at a subsequent RSNA meeting. If a news outlet sends a staff member or freelancer, the outlet must furnish proof of resulting original coverage in order to

send a representative in subsequent years. RSNA does not bear the responsibility for locating coverage.

If RSNA provides you a press badge, you must not participate in sales or development of ads, products for sale (such as videos) or CME products.

**Working press may NOT also register as exhibitors.**

**ADVANCE REGISTRATION** Advance registration is *strongly encouraged*. Members of the media interested in attending should contact RSNA Media Relations at 1-630-590-7762, 1-630-571-7837 fax, or [media@rsna.org](mailto:media@rsna.org) to request registration materials.

Media Advance Registration and Housing Forms can be found online at [RSNA.org/media](http://RSNA.org/media).

**ONSITE MEDIA REGISTRATION** Media must check-in at the Newsroom to pick up their credentials or to register onsite. A business card or other proof of identity may be required to obtain credentials. For media registering onsite, proof of eligibility will be required. Television, video crews and photographers covering the meeting are required to check in immediately at the Newsroom each day and must be accompanied by a Newsroom representative when shooting inside McCormick Place. Shooting schedules should be provided by Nov. 2 to ensure Newsroom staff availability.

**NEWS CONFERENCES** RSNA scientific news conferences are scheduled Monday, Nov. 30, through Wednesday, Dec. 2, between 9 a.m. and 12 p.m.

A news conference schedule will be posted in the Newsroom listing topics, times and presenters. Time will be available at the end of each news conference for questions and answers.

In most cases, one-on-one interviews can be arranged with news conference presenters. Arrangements can be made through RSNA Media Relations at 1-630-590-7762 in advance of the meeting or in the Newsroom during the meeting.

A multibox will be available in the news conference room. Camera crews are welcome to use lighting equipment during news conferences, but must provide their own power sources.

**EXHIBITOR MEDIA INFORMATION** RSNA makes the news conference facility available to technical exhibitors as a courtesy and schedules afternoon exhibitor press conferences Monday, Nov. 30, through Wednesday, Dec. 2. A schedule will be posted daily in the RSNA Newsroom. RSNA rules prohibit news conferences on the exhibit hall floor or at hotels or other locations away from the meeting site at any time during the Scientific Assembly and Annual Meeting. Journalists invited to such events are asked to notify RSNA Newsroom staff.

As a convenience for journalists, news releases and other information from exhibitors will be displayed in a special area of the Newsroom. Exhibitor representatives are not allowed to distribute press materials outside the news conference facility or Newsroom. It is inappropriate to provide any exhibitor with the news material of other exhibitors. Exhibitor representatives are not allowed in the

Newsroom unless accompanied by a journalist who intends to conduct an interview.

RSNA advises journalists that it neither reviews for accuracy nor endorses news materials or news conferences sponsored by exhibitors.

**USE OF AUDIO RECORDING EQUIPMENT** Media may not affix taping devices to the speaker, lectern, speaker's table, microphone or McCormick Place power source during scientific or plenary presentations. A mult box will be available for media use only during news conferences. Audio recordings are to be used for reportorial notes only.

**SCIENTIFIC PAPERS & VISUALS** In order to help maintain their eligibility for peer-reviewed journal publication, scientific papers and posters may not be available to media. Reprinting of scientific abstracts or posters is strictly prohibited. Journalists who want to use slides, graphs and other visuals to illustrate coverage must have the presenter's permission. Newsroom staff will assist in obtaining permission. Each presenter has been notified that publication or broadcast of illustrations, tables or other portions of his or her work, except the abstract, may adversely affect eligibility for publication in peer-reviewed journals.

**CME CREDIT** The Radiological Society of North America is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Society sponsors this annual scientific assembly, and as an accredited sponsor, designates this educational activity for CME credit. Because RSNA is the sole sponsor of its assembly, and because the ability to offer CME credit for an educational activity rests on integral participation in the planning, implementation and evaluation of that activity, only the Society can designate this meeting or any portion of it for CME credit. To retain its status as an accredited provider, RSNA cannot and does not designate news or promotional stories issued from its meeting for CME credit nor does it allow press to do so.

**INTERVIEWS** Cubicles will be available in the Newsroom for media to conduct private interviews. *Broadcast media* can reserve the use of a private studio for radio or television interviews through the Newsroom receptionist. The studio is not soundproof.

Interview opportunities with RSNA Board Members and other Society leaders are extremely limited and must be arranged through RSNA media relations staff at 1-630-590-7762 or [media@rsna.org](mailto:media@rsna.org) prior to October 1.

**TELEPHONE/MODEM AVAILABILITY** Telephones will be provided in the Newsroom. A credit card or calling card is required for long-distance calls. Connections to the Internet will be available.

### **ELECTRONIC EQUIPMENT/POWER SOURCE**

Media using video cameras, lights, audio recording equipment, computers or any other electronic equipment must provide their own battery-operated power source. Outside of the Newsroom and news conference facility, media may not plug into the McCormick Place power system.

**VIDEO/PHOTO REGULATIONS** Television and video crews and photographers *must* be accompanied by a Newsroom representative when shooting in McCormick Place. Shooting schedules should be faxed to Linda Brooks at 1-630-571-7837 or e-mailed to [media@rsna.org](mailto:media@rsna.org) by November 2, to ensure Newsroom staff availability.

Special audio/video requests, including arrangements for taped interviews must be submitted in writing to RSNA prior to October 1, 2009. Please fax audio/video requests to Linda Brooks at 1-630-571-7837 or email requests to [media@rsna.org](mailto:media@rsna.org).

**Scientific Presentations/Plenary Sessions.** As a courtesy to presenters, television and video crews and photographers must obtain the permission of the speaker and moderator before shooting presentations. Television and video crews may not use artificial lights during presentations. Lights may be used *only* before the session begins or after it concludes. Flash photography is not allowed during scientific presentations and plenary sessions.

**Scientific Exhibits.** Crews and photographers are asked not to interrupt physicians and others who are studying education exhibits and scientific posters. Physicians can be interviewed in the lounge areas or as they leave the Lakeside Learning Center. Photography in the Lakeside Learning Center may be scheduled through the Newsroom.

**Technical Exhibits.** Technical exhibits cannot be videotaped or photographed without the expressed advance consent of the exhibitor. Crews must be accompanied by a Newsroom staff representative and must not enter or walk through the exhibit area with cameras rolling.

**PHOTOCOPYING & FAXING** A photocopier and a fax machine will be available in the Newsroom for the convenience of reporters. Arrangements should be made with the Newsroom receptionist.

**MESSAGE BOARD** A message board and a reminder board for reporters will be located in the Newsroom.

**PREVIEW** Information on highlighted presentations and poster sessions will be posted online prior to the meeting.

**You will be asked to sign a copy of these guidelines when you register in the Newsroom. Your signature will indicate that you understand and agree to comply with the RSNA 2009 guidelines.**

**QUESTIONS CAN BE DIRECTED TO: RSNA Media Relations  
1-630-590-7762  
1-630-571-7837 Fax  
[media@rsna.org](mailto:media@rsna.org)**