



# RSNA2005

Connecting for Lifelong Learning

## Guidelines for News Media Covering the 2005 Meeting

The Radiological Society of North America is pleased to welcome the world press to its 91st Scientific Assembly and Annual Meeting.

**GENERAL INFORMATION** The 91st Scientific Assembly and Annual Meeting, Sunday, Nov. 27, to Friday, Dec. 2, 2005, 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 studios, several interview cubicles, news conference room and food service.

### **NEWSROOM HOURS**

Saturday, Nov. 26, 12 p.m. to 5 p.m.

Sunday, Nov. 27, 8 a.m. to 6 p.m.

Mon. – Wed., Nov. 28 – 30, 8 a.m. to 6:30 p.m.

Thursday, Dec. 1, 8 a.m. to 5 p.m.

Friday, Dec. 2, 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 coverage of the RSNA Scientific Assembly and Annual Meeting in the print, broadcast or recognized Internet media.

Because of space limitations, RSNA is unable to 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; writers creating analyses or reports sold as a commodity to customers; 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 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. *If you attended an RSNA meeting in the past, you will be asked to furnish a copy of an article from that assignment.*

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

**ADVANCE REGISTRATION** Members of the media interested in attending should contact Doug Dusik at (630) 590-7762, (630) 571-7837 fax, or [ddusik@rsna.org](mailto:ddusik@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 register in the Newsroom. 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 in advance to ensure Newsroom staff availability.

**NEWS CONFERENCES** RSNA scientific news conferences are scheduled Monday, Nov. 28, through Wednesday, Nov. 30, 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 Doug Dusik at (630) 590-7762 in advance of the meeting or in the Newsroom during the meeting.

A mult box 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. 28, through Wednesday, Nov. 30. 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. 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.

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

**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 multibox 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 may not be available to media. 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.

**INTERVIEWING AREAS** 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.

**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. Media cannot 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 Doug Dusik (630) 571-7837 prior to the meeting, if possible, to ensure Newsroom staff availability.

**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 scientific exhibits. Physicians can be interviewed in the lounge areas or as they leave the scientific exhibit area. Photography in the scientific exhibit area 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.

**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 2005 guidelines.**

**QUESTIONS CAN BE DIRECTED TO: Doug Dusik, RSNA  
(630) 590-7762  
(630) 571-7837 Fax  
ddusik@rsna.org**