



Media Policy for ASNC Annual Scientific Session

ASNC2009, The 14th Annual Scientific Session of ASNC

October 1 – 4, 2009

Minneapolis Convention Center * Minneapolis, MN

ASNC2009 Media Room Hours

Minneapolis Convention Center, Room M101A

Thursday, October 1, 2009	2:00 p.m. – 5:00 p.m.
Friday, October 2, 2009	7:00 a.m. – 4:00 p.m.
Saturday, October 3, 2009	7:00 a.m. – 4:00 p.m.

The American Society of Nuclear Cardiology (ASNC) newsroom is a service provided by the Society to facilitate journalists' access to the ASNC Annual Scientific Session, its participants, and its members. Media representatives who are employed by accredited news organizations and who are attending the meeting for the purpose of editorial news coverage will be granted media credentials and receive complimentary registration to the meeting.

Media Credentials

Representatives of the editorial staff from the following media are invited to register for the ASNC Annual Scientific Session:

- Imaging, cardiology, or other health care publications
- News services and syndicates
- General circulation newspapers, magazines, and newsletters
- Television and radio
- Online media

Media representatives must present a letter of assignment and a business card listing their editorial title. Freelancers are asked to present a letter of assignment and at least two samples of articles with their byline that have appeared in one of the above media.

Please note: Advertising or marketing representatives from media outlets cannot be registered through the Society newsroom.

Copyright Information

All papers presented at the annual meeting have been copyrighted by ASNC for publication in its journal, *Journal of Nuclear Cardiology*. Abstracts are available to reporters for general background information in preparing their news reports.

Guidelines

Registered media are required to wear ASNC media badges in order to gain entry to Annual Scientific Sessions and the exhibit hall. Media representatives are welcome to cover any session open to professional attendees, provided there is space available. Media representatives may not attend ASNC committee meetings, which are held throughout the meeting. Ticketed events are not open to registered media. Individuals interested in attending a ticketed event or interviewing a presenter at a ticketed event may notify the newsroom staff who will make every effort to accommodate the request.

A Society staff member must accompany all video and film crews during taping and filming. Please check with the newsroom staff, as soon as possible, to schedule this time.

Staff will provide spokespersons or experts to clarify Society policies and procedures and will provide opportunities for the media to obtain balanced viewpoints. On request from registered media, staff will attempt to schedule interviews and facilities for coverage of newsworthy items and events.

Product endorsements or condemnations, as well as promotions of an individual, institution or foundation are specifically not authorized.

Industry and its PR staff are not allowed in the ASNC newsroom; however, industry press materials may be placed there upon approval by ASNC staff. Industry materials must be related to science presented at the meeting and cannot imply an endorsement by ASNC of any study results or products. Materials to be distributed in the ASNC newsroom must be pre-approved. Materials will not be approved on site.

Violation of ASNC Media Policy

ASNC reserves the right to refuse or ask for the return of media credentials for violation of any of the above ASNC policies. Any registered media representative who sells, markets, or represents a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor will be subject to loss of media credentials for this and future ASNC Annual Scientific Sessions. Representatives wearing media badges may not work in any exhibit sponsored by their publishing companies. Individuals who need to work in the Exposition are required to register as exhibitors.

ASNC Contact Information

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