

**Office of Communications and Public Affairs
American Psychiatric Association
163rd Annual Meeting
New Orleans
May 22-26, 2010**

Press Guidelines and News Room Information

Credentialed members of the press should pre-register online for the APA Annual Meeting at <https://www.xpressreg.net/register/apaa050/press/start.asp>. Press cannot register by phone. **Deadline for early registration is May 14.**

Those who have not pre-registered may register onsite in the News Room during scheduled hours and must provide documentation of their credentials in the form of a business card, a statement of credentials on letterhead and by providing two bylined articles. All three of these documents must be presented. **Press credentials will be required for registration.**

Press and non-profit organization public relations staff registration at the APA annual meetings is extended to:

- Working journalists, photo journalists, videographers, producers, Web-based media, writers of the general, mental health and medical press, and news staff from journals.
- Up to two (2) non-profit organization public relations staff persons may sign up to serve as the press liaisons for their group or organization. Non-profit staff should call the Office of Communications and Public Affairs to register.

Press registration at APA annual meetings is not extended to:

- Exhibitors
- Advertising, marketing, or publishing staff
- Communications/public relations staff persons from a for-profit company or a public relations firm representing a for-profit group, organization, or company
- Administrative personnel
- Organizations that primarily produce live, audio, or audiovisual continuing education resources
- Non-news editorial staff of publications
- Press who have successfully registered at previous meetings, without re-credentialing (previous registration does not guarantee access in 2010)

All press registrants must observe the following guidelines:

- Information presented at the Annual Meeting is the responsibility of the presenting authors and is not intended to represent the views, policies or positions of the APA. Any press representative that has been hired or invited to cover an event not listed in the Annual Meeting program should not report its proceedings as happening in association with or as having any relationship to APA.
- Sessions are embargoed until local **DATE AND TIME** of presentation.
- Camera crews are not allowed in the convention center unless they are accompanied by an authorized member of the APA communications staff. All camera crews must report to the News Room to obtain credentials prior to covering any event.
- Credentialed press may audio/videotape/photograph except when patient confidentiality might be compromised or a presenter specifically requests that no audio/videotaping/photography by the press be permitted.

- Credentialed press may attend scientific sessions (except those limited to APA members) as observers, not participants. Interaction with presenters and/or other attendees is permitted before and after the session.
- Credentialed press who fail to comply with these guidelines will forfeit their press credentials and admittance to this Annual Meeting and possibly future APA meetings. APA reserves the right to deny or terminate press privileges to credentialed press or non-profit public relations staff at any time prior to or during the meeting.
- CME credit will not be granted to individuals with press registration. Regular paid registration is required for CME credit.

Annual Meeting News Room Information

The Annual Meeting News Room serves as a media briefing room and work place for credentialed members of the media and credentialed non-profit organization public relations staff.

The News Room is managed and staffed by the APA Office of Communications and Public Affairs and is located in Ernest N. Morial Convention Center, Room 211.

The News Room offers media registrants a location to arrange interviews, prepare copy, make telephone calls, and check email between sessions. Computers, internet access, and telephones are provided. APA news releases, event notices, meeting highlights and other information about psychiatry and mental illnesses are available in the News Room. A schedule of press briefings will be posted in the News Room.

News Room Hours of operation are:

Saturday, 11 a.m. – 5 p.m.

Sunday - Tuesday, 8 a.m. – 6 p.m.

Wednesday, 8:00 a.m. – 1:00 p.m.

For more information, please contact APA OCPA staff at: press@psych.org or 703-907-8640.