The press events at the Society of Nuclear Medicine's (SNM's) 45th Annual Meeting in Toronto, Ontario, Canada, which reported on advances in nuclear medicine in detecting breast cancer spread and diagnosing previously difficult to detect heart disease, produced news coverage in media outlets that SNM had not previously reached. The challenge of having the Annual Meeting in a Canadian city and achieving media coverage in both Canada and the U.S. was met with limited success by using different strategies than used at previous Annual Meetings.

As a result of the Monday, June 8, 1998, press conference, the number-one television station in Toronto, CFTO-TV, aired a health segment on its noon news show, which has approximately 250,000 viewers. In addition, this segment was fed to affiliate stations throughout Canada and was picked up by two additional television stations. Also, CBC-AM radio, one of the largest all-news radio stations in Toronto (the Canadian equivalent of National Public Radio), began airing coverage of the SNM Annual Meeting on its Monday noon news show and aired segments throughout the day and evening. During an afternoon news show, the CBC-AM coverage also included a live 6-minute interview with Annual Meeting co-spokesperson Jack A. Ziffer, MD, PhD, Miami Cardiac and Vascular Institute, Miami, FL. The Canadian Press (equivalent to the Associated Press) covered the press conference and issued a wire story that was picked up and published.


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Frederic H. Fahey


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