1998 Annual Meeting Press Conferences Produce Limited Coverage of Nuclear Medicine But Reach New Media Outlets

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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-sponsor 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 (Continued on page 17N).

Computer and Instrumentation Council Presents Young Investigators Symposium

Each year at the Society of Nuclear Medicine's Annual Meeting, the Computer and Instrumentation Council presents a Young Investigators (YI) Symposium. The Council's seventh symposium was held in Toronto, Ontario, Canada, on Monday, June 8, 1998. Coordinator of this year's symposium was Margaret Daube-Witherspoon, PhD, National Institutes of Health, Bethesda, MD.

Medical students, residents, fellows, graduate students, postdoctoral fellows and those with less than 2 years experience as a faculty member are eligible. To be considered for the symposium, interested and eligible applicants check the YI box on the abstract form when submitting Abstracts for the Annual Meeting. Abstracts undergo a standard review process for scientific program Abstracts.

When this process is completed, the instrumentation and data analysis subchairs provide the symposium coordinator the highest-scoring Abstracts submitted by investigators who checked the YI box. The coordinator then chooses from those the seven to be presented at the symposium, which is typically the first session of the first day of the Annual Meeting. The coordinator selects three or four judges to listen to the presentations and evaluate them for originality, scientific merit, quality of presentation and adherence to time limits. The judges confer and select the best presentation. The investigator giving the best presentation is awarded $500, and the remaining finalists each receive $100.

Presenters at the 1998 symposium were as follows:

Matthias Schmand, Max-Planck Institute, Cologne, Germany; Performance of a LSO/Nal(Tl) Phoswich Detector for a Combined PET/SPECT Imaging System (best presentation winner)

Thomas H. Farquhar, UCLA School of Medicine, Los Angeles, CA; Effect of Lesion Contrast, Size, and SNR on Detectability in PET as Measured by ROC Analysis

L. Alison Green, UCLA School of Medicine, Los Angeles, CA; Tracer Kinetic Modeling of 8-[F-18]-Fluoroganciclovir PET Data: A New Tracer for Measuring Reporter Gene Expression

George K. Kastis, University of Arizona, Tucson, AZ; High-Resolution SPECT Imager for Three-Dimensional Imaging of Small Animals

George Kontaxakis, German Cancer Research Center, Heidelberg, Germany; Optimized Implementation and Performance Evaluation of Iterative Image Reconstruction (IIR) Algorithms for PET on Distributed Pentium Systems and a Web-Based Interface

Andreas J. Morgue, UCLA School of Medicine, Los Angeles, CA; Evaluation of a Newly Developed Small-Animal PET Scanner in Experimental Myocardial Infarction

Robert Z. Stodilka, University of Western Ontario, London, Ontario, Canada; The Relative Importance of Scatter and Attenuation Correction for Quantitative Brain SPECT

Judges were Margaret Daube-Witherspoon, PhD; Frederic H. Fahey, DSc, Wake Forest University, Winston-Salem, NC; W. Lesley Rogers, PhD, University of Michigan, Ann Arbor, MI; and Nathaniel M. Alpert, PhD, Massachusetts General Hospital, Boston, MA.

—Frederic H. Fahey, DSc