SIGGRAPH Media Relations Protocol

Updated June 2015

Overview

SIGGRAPH 2015 is a five-day interdisciplinary educational experience including a three-day commercial exhibition that attracts hundreds of exhibitors from around the world. SIGGRAPH is widely recognized as the most prestigious forum for the publication of computer graphics research. In addition to SIGGRAPH's leading-edge technical program, the conference's installations provide close-up views of the latest in digital art, emerging technologies, and hands-on opportunities for creative collaboration. The conference also hosts the international SIGGRAPH Computer Animation Festival, showcasing works from the world's most innovative and accomplished digital film and video creators. Juried and curated content includes outstanding achievements in time-based art, scientific visualization, visual effects, real-time graphics, and narrative shorts. Since 1999, the festival has been an official qualifying event for the Academy of Motion Picture Arts and Sciences Best Animated Short Film award.

Media Relations Protocol

All media representatives and reporters are directed to contact Joey Lee, SIGGRAPH Media Relations. Joey is responsible for handling media requests/inquiries. If you receive a call or email from a media representative please follow these steps:

1. Thank the reporter for his or her interest in SIGGRAPH, but be sure **not** to provide the reporter with any information or opinions at the time.

2. Inform the reporter that SIGGRAPH has an established media relations protocol and you will forward their request to SIGGRAPH's media contact, who will respond quickly to meet his or her needs.

3. Ask for the following information:
> Reporter's name and title
> Name of media outlet
> Contact information (phone and/or email)
> Specific questions, or area(s) of interest
> The reporter's deadline (date and time)

4. Explain to the caller that someone will call or email them back as soon as possible, and forward the information to Joey Lee at (310) 592-1712 or joey_lee@siggraph.org **.** If Joey is not available, please email the media alias at media@siggraph.org or contact Lindsay Arends at (773) 808-0081.

5*.* Please note that most journalists operate on deadlines, and therefore all media matters should be handled with a sense of urgency and forwarded immediately to Joey. *If a reporter does press you for a comment, please explain that SIGGRAPH has a media relations protocol in place to best serve the interests of our media partners. You can explain that this is not a "no comment," and that someone will return their call promptly.*

6. We do have resources for Spanish speaking media. Again, forward the information to Joey and ensure the reporter that SIGGRAPH's media relations team will contact them.

7. For interviews, Joey will work with you in advance to coordinate the scheduling and to prepare you. She'll provide you with potential interview questions where possible.

This protocol also covers any incoming requests. We encourage SIGGRAPH committee members to pursue opportunities for byline articles in industry publications, but ask that you submit the opportunities to Joey in advance and work through him to coordinate these requests.

SIGGRAPH Audio-Visual Policies

ACM SIGGRAPH has a policy which prohibits cameras and recording devices at SIGGRAPH 2015 for general conference attendees. Abuse of this policy will result in the loss of the individual's registration credentials. SIGGRAPH 2015 employs an official conference photographer and reserves the right to use all images that this photographer takes during the conference for publication and promotion of future ACM SIGGRAPH events.

The one exception to the audio-visual policy above is for members of the press who have been fully vetted and approved for SIGGRAPH media registration. Registered media are allowed to take photos in the Art Gallery, Emerging Technologies, Exhibition, Studio and general spaces of attendee congregation. No cameras or recording devices are permitted in the following areas even for media: Computer Animation Festival, Courses, Dailies, Keynote Session, Panels, Papers: Technical and Art, Production Sessions, Real-Time Live!, SIGGRAPH Mobile or Talks.

All requests for conference photos can be sent to media@siggraph.org.

SIGGRAPH Program Images

SIGGRAPH provides qualified media with access conference program images which have been supplied by contributors who have approved their use for promotional and media purposes.

The images are provided to the media through a password protected web site. Reproduction of these images is limited to news coverage of SIGGRAPH 2015 and, unless specific image credit/copyright information is cited, requires that the publisher credit the artist and ACM SIGGRAPH 2015 as the sources of the material.

All requests for images should be sent to media@siggraph.org.

SIGGRAPH Media Relations Contacts

The SIGGRAPH media alias email address is: media@siggraph.org

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