



THE PHOENIX SOCIETY'S

world burn congress

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Media Policy for 2008 World Burn Congress

Please note: There will be a media room on-site at the Raleigh Convention Center where reporters can find media escorts and set up for interviews if desired. For your convenience, a biography list of key interviewees, feature story ideas and media opportunities are included in the media kit.

The World Burn Congress is an annual international conference that brings together more than 700 burn survivors, their families, caregivers, burn care professionals and firefighters. It is a forum that encourages the sharing of stories and facilitates support groups that help the healing process for burn survivors.

We recognize that the World Burn Congress is a great opportunity for the media to educate the public about the serious nature of burns and bring to light the stories of burn survivors. However, we ask that you to keep the following guidelines in mind during your visit:

- Stay with the World Burn Congress media escort during the conference.
- Use the term burn survivor instead of burn victim. A victim is someone who has died as a result of his or her injuries.
- Maintain discretion during photo and video shoots. Filming is not permitted during “open mic” and support group sessions.
- Tell the stories of attendees in a sensitive and responsible manner. We ask that you respect the confidentiality of the attendees at all times.
- Photograph only attendees who wish to be photographed or filmed. Consent forms are included in the press kit. Your media escort will tell you whom you can and cannot photograph.
- Use the full name of the organizations that have planned the 2008 World Burn Congress. The World Burn Congress is a program of the Phoenix Society for Burn Survivors, Inc.

The 2008 local hosts are the N.C. Department of Insurance, Office of State Fire Marshal and UNC Health Care, Jaycee Burn Center.

- Include the Phoenix Society's toll free number (1-800-888-2876) and Web site www.phoenix-society.org in your news story or article.