



DARPA Grand Challenge 2005

Media Opportunities and Guidelines

September 22, 2005

Defense Advanced Research Projects Agency

3701 North Fairfax Drive
Arlington, VA 22203-1714

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The 2005 DARPA Grand Challenge's unique story line promises to attract widespread interest from media all over the world, and hundreds of reporters are likely to cover the event on site. DARPA is offering a full range of events and resources to help reporters develop their stories.

Grand Challenge Media Opportunities

Tue., 9/27	11:00 AM -7:00 PM	Registration at California Speedway
Wed. 9/28	National Qualification Event (NQE) California Speedway, Fontana, California	
	7:00 AM	Media registration opens
	9:00 AM	Opening ceremony/photo-op
	10:00 AM	Press briefing
	1:30 PM	NQE begins
Thu. 9/29- Tue. 10/4	NQE continues	
	7:00 AM	Media registration opens
	9:00 AM	Daily press briefing
Wed. 10/5	NQE closing day	
	7:00 AM	Media registration opens
	TBA	Closing ceremony and press briefing after the last vehicle runs.
Thu. 10/6	Travel day	
Fri. 10/7	11:00 AM	Media registration opens near start area
	4:00 PM	Ticketed kickoff barbecue
Sat. 10/8	Grand Challenge Event (GCE) TBA location in Primm, Nevada	
	4:00 AM	Media registration begins
	5:00 AM	Press briefing
	6:00 AM	Opening ceremony
	6:30 AM	First vehicle departs
	6:00 PM	Closing ceremony / media availability
Sun. 10/9	TBA Location	
	8:00 AM	Possible day-two operations
	10:00 AM	Possible press briefing

Operations may run into a second day if all vehicles do not finish on the first day. A closing ceremony and press briefing to announce the results will be held at the conclusion of GCE.

Guidelines

- The DARPA Grand Challenge web site – www.darpa.mil/grandchallenge – is the definitive source for Grand Challenge information including media coverage guidelines and opportunities, and regular updates during the NQE and GCE. There will be a public website up during the Grand Challenge where results and comments from teams will be posted that can be used in stories.
- DARPA maintains a list of media members who have expressed interest in covering the Grand Challenge and will send periodic releases and advisories about events and milestones. Register by sending e-mail to GCSubscription@darpa.mil.
- Members of the media can access information and request interviews by:
 - 1) Contacting Grand Challenge media contacts:
 - Tom Goodwin: 703/560-7875, 202/431-4900 (cell), tom@steponecommunications.com
 - Don Shipley: 202/289-2001, 571/212-7492 (cell), dshipley@stratacomm.net
 - Johanna Spangenberg, 202/289-2001, 571/217-5598 (cell), jspangenberg@stratacomm.net
 - 2) Sending emails to grandchallenge@darpa.mil.
- DARPA will consider requests for interviews with Grand Challenge organizers, but access is not guaranteed. Media briefings will be the most likely avenue for interviews and direct contact with Grand Challenge officials and participants.
- The individual team e-mail addresses and websites listed on the Grand Challenge website are the best way to reach teams for interviews and questions.
- A fully staffed media operations center will be on-site at all Grand Challenge events, with dial-up internet access available for credentialed media in the press rooms at the NQE and the GCE.
- There will be designated media access areas at the NQE and the GCE start and finish lines, and at select points along the courses. GCE media access point locations will not be released until the morning of the GCE. TV crews and photographers will get first priority for placement in the access areas, followed by general working press. Teams' media representatives will only have access to these areas if TV crews, photographers and working journalists have been accommodated. Reporters also can track vehicles during the GCE on a route schematic as they run course.
- All members of the media who plan to cover the NQE and/or GCE should submit a media credential application by Wednesday, September 21, to ensure they receive proper credentials. The application is available in the Media Resources section of the Grand Challenge website. Completed applications and questions about registration should be directed to Brad Sherwood at bsherwood@stratacomm.net, 202/289-2001 (tel) or 202/289-1327 (fax). Credentials can be picked up at the registration booth at NQE and GCE. Although on-site media registration is available at both venues, DARPA cannot guarantee it will issue credentials on-site to media outlets that do not register in advance. DARPA reserves the right to decline media credential requests.
- Registered media should make their own hotel registrations in Ontario, California for the NQE, and in Primm, Nevada for the GCE. There will be concessions on site at the NQE and the GCE.
- The GCE kickoff barbeque dinner will be held at 4:00 PM on October 7 near the start area in Primm. Members of the media can purchase tickets at the NQE starting October 1.