



With such easy access to so many media sending so many messages, it's easy for both patient and physician to become overloaded and perplexed. This *NEWSLETTER* explores how and why ASA is carefully disseminating anesthesiology's message in a media-saturated world.

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The *ASA NEWSLETTER* (USPS 033-200) is published monthly for ASA members by the American Society of Anesthesiologists, 520 N. Northwest Highway, Park Ridge, IL 60068-2573. E-mail: mail@ASAhq.org  
Editor: Newsletter\_Editor@ASAhq.org  
Web site: <http://www.ASAhq.org>  
Periodical postage paid at Park Ridge, IL, and additional mailing offices.

**POSTMASTER:** Send address changes to the *ASA NEWSLETTER*, 520 N. Northwest Highway, Park Ridge, IL 60068-2573; (847) 825-5586.

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