

KIDNEYWEEK²⁰¹³

Atlanta, GA | Nov 5 - 10

Press Accreditation

Journalists who represent accredited news organizations may attend ASN Kidney Week for the purpose of editorial coverage. Journalists may be asked to submit press credentials to ASN.

Freelance journalists may be asked to:

- Submit copies of three bylined medical articles, in addition to an official letter of assignment from an accredited news organization, OR
- Submit proof of current membership in the National Association of Science Writers (a copy of a current NASW membership card as well as a photo ID).

Newsletter press representatives must submit three issues of their newsletter containing at least one bylined article. If a representative registered as press at a previous ASN annual meeting, one of the issues submitted must illustrate the resulting editorial coverage.

ASN may ask representatives of online media, medical publishing companies, health care societies and associations, and university publications to submit copies of bylined medical articles. Additionally, such representatives must show appropriate press credentials and their publications must meet the following criteria:

- Original, editorial news coverage (i.e., no transcriptions of symposia)
- Editorial freedom from advertisers or sponsors
- If advertisers exist, they must be clearly identified
- No more than two representatives per publication/outlet may receive complimentary access

Companies or organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, or public relations purposes **may not** register as press. Non-journalists may attend, but not participate in, press briefings subject to space availability.

“For-hire” analysts, public relations personnel, freelance writers, and/or individuals from print and online promotion services without an assignment letter from an accredited news organization **may not** register as press.

Personnel who participate in any exhibiting, marketing, sales, or business development activities during Kidney Week **may not** register as press. Medical publishing company staff should submit copies of bylined medical-related articles to ASN. Individuals whose responsibilities consist of management, marketing, sales, or business development (for example, Executive Editor, Publisher, Managing Editor, Sales Representative, Account Executive) are not permitted to register as press representatives but are welcome to register for Kidney Week in another capacity.

The Society may revoke press registration provided to anyone who does not meet the media accreditation policies outlined above.

Journalists may register onsite during Kidney Week but must remember that press requests cannot be guaranteed.

All journalists must adhere to the ASN Kidney Week embargo policy. <http://asn-online.org/education/kidneyweek/2013/embargo-policy.aspx>

Onsite Guidelines

Registered press must wear the Society's badge and press identifier at all times while onsite at the annual meeting. Entry into sessions requires a badge. Registered press may attend all scientific and

educational programs at the annual meeting, but **may not actively participate in the sessions** (i.e., ask questions during the presentations). Due to the popularity of ASN's programming, entry into sessions cannot be guaranteed. Journalists are free to ask questions or arrange interviews with presenters after a session has ended. Communications representatives can also assist you with these requests. Journalists who wish to interview ASN officers (President, President-Elect, or Councilors) must work with a communications representative from the Society to arrange such interviews, due to the officers' schedules at Kidney Week.

Journalists are allowed to audiotape *select* sessions only as needed for personal note-taking. Such audiotapes may not be publicly aired or posted online. ASN forbids all other attendees from audio- or video-taping sessions. The Society's Press Room personnel cannot obtain audio or video recordings for journalists. *Please see Audio/Video Policy below for more details.*

Audio/Video Policy

Please read the following audio/video policy guidelines for Kidney Week:

1. ASN Kidney Week attendees (meeting participants) cannot record meeting sessions. This includes photography and both audio and video recording.
2. Journalists attending sessions and press briefings at Kidney Week may audio-tape sessions only as needed for personal note-taking. Such audiotapes may not be publicly aired or posted online.
3. Poster sessions are subject to different guidelines. Journalists may be able to audio record authors at poster sessions (*exhibits prohibited*) or oral presentations *only with prior permission from the study author*. These recordings may serve as background information only and may not be aired or published. *See ASN press office onsite at Kidney Week to arrange for author permissions.*
4. Journalists are prohibited from using photography and video recording except during Kidney Week Press Briefings when still photography is permitted.
5. ASN personnel cannot obtain audio or video recordings for journalists.

Abstracts – Online Only

The annual meeting abstracts are available online in mid-October. The American Society of Nephrology publishes meeting abstracts in online form only. We encourage press participants to take advantage of our online resources to access the relevant scientific research you seek. A voucher will also be provided in attendee meeting bags redeemable within the Scientific Exhibition Hall for a CD of the abstracts.

Questions: communications@asn-online.org