

KIDNEY WEEK 2016

Chicago, IL • Nov 15 - 20

ASN Kidney Week 2016 Media Accreditation

Who is Eligible for ASN Kidney Week Media Credentials?

Journalists representing accredited news organizations are eligible for ASN Kidney Week media credentials for the sole purpose of editorial coverage. No more than two representatives per publication/outlet may receive complimentary access. To verify eligibility, journalists may be asked to provide the following:

Staff Journalists

- Business card with media affiliation and position
- Letter of assignment on official letterhead from an editor/publisher at an accredited news organization indicating the journalist is covering ASN Kidney Week
- Three bylined medical articles demonstrating original, editorial news coverage. If they have covered previous ASN meetings, one article must illustrate resulting editorial coverage.

Freelance Journalists

- Letter of assignment on official letterhead from an editor/publisher at an accredited news organization indicating the journalist is covering ASN Kidney Week
- Three bylined medical articles demonstrating original, editorial news coverage. If they have covered previous ASN meetings, one article must illustrate resulting editorial coverage.
- Valid National Association of Science Writers membership card and photo ID

Newsletter Press Representatives

- Three issues of their newsletter containing at least three bylined articles. If they have covered previous ASN meetings, one issue must illustrate resulting editorial coverage.

Online Media, Medical Publishers, Health Care Societies/Associations, and University Publications

These writers may register as press only if the publication: 1) provides original, editorial news coverage

(i.e., no transcriptions of symposia); and 2) exercises editorial freedom from advertisers or sponsors, and if advertisers exist are clearly identified.

- Letter of assignment on official letterhead from an editor/publisher indicating the journalist is covering ASN Kidney Week for the purposes of generating original, editorial news coverage for the publication.
- Three bylined medical articles demonstrating original, editorial news coverage. If they have covered previous ASN meetings, one article must illustrate resulting editorial coverage.
- Valid National Association of Science Writers membership card and photo ID

Who is Not Eligible for ASN Kidney Week Press Credentials?

The following individuals are not eligible for ASN Kidney Week Media Credentials:

- Representatives of companies/organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, or public relations purposes
- “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
- Writers not generating original, editorial news coverage (e.g., journals or CME)
- Exhibiting, marketing, sales, management, or business development personnel

Eligible journalists can register for credentials at <http://www.asn-online.org/press/>. By applying for ASN Kidney Week Media Credentials, journalists acknowledge they will observe ASN Embargo and Media Policies. Although onsite media registration is available in Chicago, availability cannot be guaranteed.

ASN reserves the right to revoke any media credentials at its discretion.

ASN Kidney Week 2016 Media Policies

Embargo Policy

All journalists must comply with the ASN Kidney Week 2016 embargo policy, available at <http://www.asn-online.org/education/kidneyweek/2016/embargo-policy.aspx>.

Onsite Guidelines

While onsite at ASN Kidney Week, registered media:

- **Must wear their badge at all times**
- May attend all scientific and educational programs, 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.
- May ask questions or arrange interviews with presenters after a session has ended. ASN communications representatives may be available to assist you with these requests.

- Must work with an ASN Communications representative to arrange interviews with ASN officers (President, President-Elect, or ASN Councilors) due to the officers' schedules at ASN Kidney Week. ASN may not be able to accommodate all interview requests.

Audio and Video Policy

Review the ASN Kidney Week Audio and Video Policy carefully. Any violations may result in the revocation of press credentials for this and future meetings. Please note that ASN Kidney Week participants are prohibited from recording and streaming any sessions or other meeting activities. This includes, but is not limited to, photography, audio, and video recording.

Audio Recording Journalists may record audio only for personal note-taking and background information in Sessions and the ASN Kidney Week Press Briefing. At Poster Sessions (exhibits prohibited) and Oral Poster Presentations, journalists may be able to audio record authors only with prior permission from the study author. Audio recordings may not be publicly aired, distributed, or posted online.

Still Photography (non-flash only) is permitted for personal note-taking and background information ONLY: 1) during the ASN Press Briefing; and 2) at Poster Sessions boards (NOT Oral Poster Presentations) between 2:00 p.m. and 2:30 p.m. CT with the authors permission. Photography is prohibited at all other times and ASN Kidney Week venues. This includes, but is not limited to, any area where ASN Kidney Week activities are conducted, such as hallways, session rooms, posters, hotels hosting ancillary sessions, and the Scientific Exposition.

Video Recording is permitted in the ASN Press Room ONLY for the sole purpose of recording interviews. Journalists must utilize self-contained video cameras (cables, lights, sound equipment, and other equipment are prohibited). Use of the ASN Press Room for video recording interviews during open hours is first-come, first-served. ASN is not responsible for making scheduling arrangements for journalists. Video recording in all other ASN Kidney Week venues is prohibited. This includes, but is not limited to, any area where ANS Kidney Week activities are conducted, such as hallways, session rooms, posters, ancillary sessions, and the Scientific Exposition.

Abstracts ASN Kidney Week abstracts are only available online, and will be posted on Friday, October 14 (<http://www.asn-online.org/education/kidneyweek/>).

Questions: communications@asn-online.org