

ASN Kidney Week 2020 Reimagined

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:

- Provides original, editorial news coverage (i.e., no transcriptions of symposia); 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.

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

ASN Kidney Week 2020 Reimagined Media Policies

Embargo Policy: All journalists must comply with the ASN Kidney Week 2020 Reimagined embargo policy, available at <https://www.asn-online.org/education/kidneyweek/2020/embargo-policy.aspx>

Onsite Guidelines

While onsite at ASN Kidney Week, only registered media/member of the press:

- May access Kidney Week Reimagined. Login sharing is not permitted.
- May attend all scientific and educational programs but may not actively participate in the sessions (i.e., ask questions during the presentations or participate in session chats, including on-demand sessions).
- May ask questions or arrange interviews with presenters after a session has ended through the digital networking feature, Attendee Connect. ASN communications representatives will be available to assist you with these requests.
- Must work with an ASN Communications representative to arrange digital 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.
- Complimentary press access is for the Annual Meeting only. If you wish to register for an Early Program, please contact cfeheley@asn-online.org for more information.

Photography and Audio/Video Policy

- Journalists are permitted to take photographs at ASN Kidney Week for non-commercial purposes. Journalists are also permitted to record or livestream audio/video for non-commercial purposes at Kidney Week. If a speaker does not wish to have his/her research photographed, livestreamed, or audio/videotaped, the speaker should make an announcement before, and during, the presentation and journalists must honor that request.
- Video Recording of the ASN Kidney Week press conference is permitted for the sole purpose of recording interviews. ASN is not responsible for making scheduling arrangements for journalists.

Social Media Policy

- ASN welcomes live-tweeting and sharing of Kidney Week 2020 Reimagined Meeting content (such as slides, posters, and exhibitor information) on social media as a way to share information throughout social networks. If a speaker does not wish to have his/her research shared via Twitter, Facebook, or other social networks, the speaker should make an announcement before, and during, the presentation. Speakers should be aware that most Kidney Week events are open to the news media.
- ASN asks that all participants comply with speaker requests regarding photography, audio/video recording, livestreaming, and social media sharing but cannot guarantee adherence.
- Abstracts: ASN Kidney Week abstracts are available online, and will be posted on Friday, October 9 (<http://www.asn-online.org/education/kidneyweek/>). Questions: cfeheley@asn-online.org.