

# KIDNEY WEEK 2017

New Orleans, LA • Oct 31 - Nov 5

## **ASN Kidney Week 2017**

### **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 New Orleans, availability cannot be guaranteed.

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

### **ASN Kidney Week 2017 Media Policies**

Embargo Policy. All journalists must comply with the ASN Kidney Week 2017 embargo policy, available at <https://www.asn-online.org/education/kidneyweek/2017/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.

### **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.

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. Journalists video recording in hallways is prohibited where it obstructs the flow of traffic or presents a safety concern to any attendee.

### **Social Media Policy**

ASN welcomes live-tweeting and sharing of Kidney Week 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 strongly encourages compliance with speaker requests regarding photography, audio/video recording, livestreaming, and social media sharing but cannot guarantee adherence.

Abstracts ASN Kidney Week abstracts are only available online, and will be posted on Friday, October 13 (<http://www.asn-online.org/education/kidneyweek/>).

Questions: [communications@asn-online.org](mailto:communications@asn-online.org)