

KIDNEYWEEK²⁰¹⁴

Philadelphia, PA | Nov 11 - 16

ASN Kidney Week 2014 Media Accreditation and Press Policies

Media Accreditation

Who is Eligible for ASN Kidney Week Press Credentials?

Journalists representing accredited news organizations may be eligible for ASN Kidney Week media credentials for the sole purpose of editorial coverage. Journalists may be asked to submit press credentials to ASN. No more than two representatives per publication/outlet may receive complimentary access.

Staff Journalists may be asked to submit:

- A business card showing their media affiliation and position
- Letter of assignment on official letterhead from an editor or publisher at an accredited news organization indicating the journalist is covering ASN Kidney Week for the purposes of generating editorial reportage for the organization
- Three bylined medical articles demonstrating original, editorial news coverage. If the journalist attended previous ASN meetings, at least one of these articles must illustrate resulting editorial coverage.

Freelance Journalists may be asked to submit:

- Letter of assignment on official letterhead from an editor of a recognized news organization indicating the journalist is covering ASN Kidney Week for the publication
- Three bylined medical articles demonstrating original, editorial news coverage. If the journalist attended previous ASN meetings, at least one of these articles must illustrate resulting editorial coverage.
- Submit proof of current membership in the National Association of Science Writers (a copy of a current NASW membership card in addition to a photo ID)

Newsletter Press Representatives must submit:

- Three issues of their newsletter containing at least three bylined articles. If a representative registered as press at previous ASN meetings, one of the issues submitted must illustrate the resulting editorial coverage.

Online Media, Medical Publishing Companies, Health Care Societies and Associations, and University Publication Representatives must submit:

- Three bylined medical articles demonstrating original, editorial news coverage. If the journalist attended previous ASN meetings, at least one of these articles must illustrate resulting editorial coverage.
- Letter of assignment on official letterhead from an editor indicating the journalist is covering ASN Kidney Week for the purposes of generating original, editorial news coverage for the publication
- Submit proof of current membership in the National Association of Science Writers (a copy of a current NASW membership card in addition to a photo ID)

Additionally, such representatives 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

Who is Not Eligible for ASN Kidney Week Press Credentials?

Companies or organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, or public relations purposes **may not** register as press.

"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.

Writers who are not generating original, editorial news coverage (for example, journals or CME materials) **may not** register for ASN Kidney Week media credentials.

Personnel who participate in any exhibiting, marketing, sales, or business development activities related to ASN Kidney Week **may not** register as press. 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 ASN Kidney Week in another capacity.

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

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

All journalists must adhere to the ASN Kidney Week embargo policy: <http://www.asn-online.org/education/kidneyweek/2014/embargo-policy.aspx>

ASN Kidney Week Onsite Guidelines

Registered press must wear the Society's badge and press identifier at all times while onsite at ASN Kidney Week. Entry into sessions requires a badge. Registered press may attend all scientific and educational programs during ASN Kidney Week, 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. ASN communications representatives may be available to assist you with these requests. Journalists who wish to interview ASN officers (President, President-Elect, or ASN Councilors) must work with an ASN communications representative to arrange such interviews, due to the officers' schedules at ASN Kidney Week.

Audio/Video Policy

Read the following audio/video policy guidelines for ASN Kidney Week carefully. Any violation of this policy may result in the revocation of press credentials for this and future meetings. Please note that ASN Kidney Week attendees (meeting participants) are prohibited from recording any sessions or any other meeting activities. This includes, but is not limited to, photography, audio, and video recording.

1. With the exception of Poster Sessions (see below), journalists attending sessions and the press briefing at ASN Kidney Week may record audio only as needed for personal note-taking. Such audio recordings may not be publicly aired, distributed, or posted online.
2. Poster Sessions are subject to different guidelines. Journalists may be able to audio record authors at poster sessions (*exhibits prohibited*) or oral poster presentations *only with prior permission from the study author*. These recordings may serve as background information only and may not be publicly aired, distributed, or posted online. *Contact the ASN press representative onsite at ASN Kidney Week to arrange for author permissions.*
3. Still photography (non-flash only) is permitted ONLY during the ASN Press Briefing. Photography is strictly prohibited in all other ASN Kidney Week venues. This includes, but is not limited to, any area where ANS Kidney Week activities are conducted, such as hallways, session rooms, posters, hotels hosting ancillary sessions, and the Scientific Exposition.

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

5. ASN personnel cannot obtain audio or video recordings for journalists.

Abstracts—Online Only

ASN Kidney Week abstracts will be available on online October 23 (<http://www.asn-online.org/education/kidneyweek/>). The American Society of Nephrology publishes meeting abstracts in online form only and encourages journalists to take advantage of our online resources to access relevant scientific research.

Questions: communications@asn-online.org