



## INTERNAL MEDICINE MEETING 2021: *VIRTUAL EXPERIENCE* MEDIA POLICY

### Press Badge Eligibility

Press credentials are strictly limited to working journalists and will not be issued to supervisory, management, publishing, promotional, marketing, administrative, consulting, advertising, or public relations staff, or to industry analysts or organizations that produce Continuing Medical Education (CME) audio, visual, or print resources that are not independent of editorial content.

Press registrants must be affiliated with recognized subscription-based consumer or trade newspapers or magazines, broadcast media, or online media outlets that are editorially independent of advertising, sponsorship, and CME. Freelance journalists must provide proof of assignment from a recognized media outlet. Unassigned freelancers must provide bylined articles from a recognized news organization for consideration. **Information must be completely submitted on the press registration page [insert URL when we have it]** ACP will not issue press credentials to publishers; representatives of marketing, advertising, public relations, or medical education companies; companies producing print or electronic materials for these purposes; or writers creating analyses or reports sold as a commodity to customers. Print publications with or without website components may not offer CME for information gathered at the ACP meeting. Dual-role publishers/editors may be admitted if bylined samples are shown.

Journalists reporting for online media outlets who wish to register as press must work for news making organizations that meet the following criteria:

- The website must provide original news coverage.
- Editorial content must be independent of advertising, sponsorship, and CME.
- Advertising on the website must be clearly identifiable as such.
- Any sponsors of the website must be clearly identified as such and should be multiple in number (no single-sponsored websites).
- Online media outlets that also provide CME must agree to use information gathered at the conference to post information or articles in their "news" section exclusively, without granting CME credit for that information. Violators of this policy will forfeit their right to cover ACP's annual meeting as press.

Press credentials are granted at the discretion of the ACP Public Relations Department/Press Office.

No rebroadcast, resale, or repurposing of ACP content is permitted without express written consent from ACP.

### Podcasts

Podcasters will have complete access like other press at Internal Medicine Meeting 2021: *Virtual Experience* including the recordings for a 30-day period. Podcasters who have access to the 3-day

meeting would have a window of 2 weeks after the meeting to conduct interviews. However, ACP requires that podcasters respect the Scientific Program schedule and to try and avoid interviewing faculty during the 3-day event.

### **Interview Policy**

Reporters should refrain from asking questions during courses. Please ask Press Office staff to schedule an interview. Press Office staff will schedule all interviews with ACP officials. ACP reserves the right to bar from this and future Internal Medicine Meetings any registered press representative who attempts to obtain advertising or subscriptions from any exhibitor or registrant, who promotes the marketing objectives of a single company or institution, or who otherwise misuses media privileges to engage in activities other than journalistic pursuits.

### **Social Media**

Communicating about Internal Medicine Meeting 2021: *Virtual Experience* is encouraged. The Twitter hashtag for the meeting is #IM2021. Follow @ACPinternists and @AnnalsofIM for meeting updates.

### **Notes:**

- Acceptance of a press credential binds you to this media policy. ACP retains the right to revoke press badges at any time. Press registrants who attempt to sell advertising, subscriptions, or other services, or who survey any registrant, will immediately forfeit press credentials for this and subsequent meetings.
- Press registrants who are medical professionals may not claim CME credit for attendance.
- Views of Internal Medicine Meeting 2021: *Virtual Experience* faculty are their own and not those of the American College of Physicians. Events may be held during Internal Medicine Meeting 2021: *Virtual Experience* by groups unaffiliated with ACP.

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