

INTERNAL MEDICINE MEETING 2020 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 show proof of assignment from a recognized media outlet. Unassigned freelancers must show bylined articles from a recognized news organization for consideration. Business cards alone will not be accepted for media identification. **Photo ID must be shown when applying for or picking up press badges.**

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 attend ACP's annual meeting as press.

Press credentials are granted at the discretion of the ACP Public Relations Department/Press Office. Badges must be worn by all press registrants at all times and are not transferable. While press badges grant access to reserved courses, press registrants must stand if seating is limited or near capacity.

Camera, Video and Live Streaming, and Audio Recording Policy

Video recording and live streaming are permitted at the Opening Ceremony, ACP news conferences, and Convocation. Livestreaming of interviews is permitted with approval of the interviewee. Permission is granted to reporters who wish to record (audio only) presentations solely for their personal use for story development.

All members of a camera crew must be registered in the ACP Press Office. ACP reserves the right to audio or video reproduction of all presentations at Internal Medicine Meeting 2020.

INTERNAL MEDICINE MEETING 2020 MEDIA POLICY, CONTINUED

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

Interview Policy

Reporters should refrain from asking questions during courses. Please approach faculty at the end of the course or ask Press Office staff to schedule an interview. Press Office staff will schedule all interviews with ACP officials. Registered press may interview, photograph, and/or record video of the general Exhibit Hall with explicit permission from individual participants and exhibiting companies whose booths, images, or trademarks are captured. Reporters must obtain prior permission from the specific exhibiting companies before taking photographs, audio recordings or video recordings of (or within) individual booths.

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.

Clinical Skills Center

Press Office staff escort is required for reporters to visit the Clinical Skills Center for demonstrations of the "hands-on" aspects of internal medicine. Photography and video may be permitted, but reporters must first ask for the subject's approval.

Social Media

Communicating about Internal Medicine Meeting 2020 is encouraged. The Twitter hashtag for the meeting is **#IM2020**. 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.
- The ACP Press Office will supply press registrants with internet access, but computers and printers are not provided.
- Press registrants who are medical professionals may not claim CME credit for attendance.
- Press registrants are asked to stand if seating is limited or near capacity.
- Views of Internal Medicine Meeting 2020 faculty are their own and not those of the American College of Physicians. Events may be held during Internal Medicine Meeting 2020 by groups unaffiliated with ACP.

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