

ACR 2020 Winter Rheumatology Symposium Press Registration Policies and Procedures

The American College of Rheumatology (ACR) welcomes members of the press to write about research presented at our professional meetings, such as the Winter Rheumatology Symposium (WRS), throughout the year. Complimentary registration is provided to approved members of the press to allow them to attend sessions on-site. Credentialed media have access to all general sessions and the exhibit hall. Access to ticketed events is restricted to ticket holders only.

All members of the press interested in attending WRS should **register by Monday, January 6**. On-site registration will **NOT** be available. Please read all policies and guidelines prior to registering. The ACR has the right to inspect the credentials of anyone registering and reserves the right to refuse to register any individual as press.

Please note: Breakfast and snack breaks will be provided at this meeting; however, these are not included as part of the complimentary registration. A \$100 fee is required to access meals during the Winter Rheumatology Symposium. Please indicate whether you will require meals or not when you apply for media credentials, so your registration can be updated accordingly.

Embargo & Copyright Policy

All presentations and studies presented at the meeting are **under embargo until Sunday, January 26 at 7:00 a.m.** Approved media may be granted access to a presentation for editorial development purposes with permission from the speaker; however, presentations provided to the media may not be published, shared or replicated in any manner.

The ACR has intellectual property rights to all presentations. Violation of this policy will result in the denial of press credentials for both the offending journalist and outlet/publication for future meetings.

Who Can Register for Press Credentials?

All requests for press credentials are subject to review/approval by ACR staff, and approval one year does not guarantee approval for the following year. News outlets/publications that meet the following criteria are eligible to have up to four (4) employed journalists and/or freelancers apply for press credentials. If the outlet/publication a journalist is working for does not meet the eligibility criteria, their request will be denied.

- Publishes original editorial news coverage about the practice of rheumatology regularly throughout the year in an ongoing news section – for the purposes of ACR press credentials, original editorial news coverage is considered original articles/videos developed by employed journalists to report facts, commentary, and subject matter expert quotes in a narrative form using a variety of sources (i.e. research, announcements, press releases, events, etc.).
- Advertisers, sponsors, paid editorial, and other funding sources are clearly identified.
- Has complete editorial freedom from advertisers, funders and/or sponsors – the determination to cover the event should be driven by the outlet/publication's editorial focus and audience independent of external sponsorship or an organization paying for the content to be developed.
- Does not require reprinting of slides, research studies, abstracts, and/or copyright privileges as part of working with the outlet/publication.

The following outlets/publications and individuals are **not eligible** for press credentials:

- Freelancers without an active work assignment from an eligible news outlet/publication and/or those who wish to attend the meeting to draft articles for pitching to publications after the event
- Persons with exhibitor badges, vendor badges, attendee badges, and any personnel or companies working with said individuals to produce content at the meeting
- Publishers or a publications' advertising, marketing, public relations, sales, or circulation personnel and any other non-editorial function representatives
- Scientific and medical journals that do not develop and publish original, editorial news coverage in a non-peer reviewed regular news section separate from its publication throughout the year
- Industry/exhibitor's press officers and their public relations consultants
- Financial or business analysts
- Companies that develop CME and other educational programs/events (including CME writers, editors, and individuals working on behalf of organizations that have written CME based on ACR/ARP meetings in the past)
- Executive/management personnel of outlets/publications
- Companies/organizations and employees thereof, producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or public relations purposes (exhibitors wishing to film marketing and public relations videos, such as KOLs, may be allowed to do so at their booths during non-exhibit hall hours with written approval for the exhibit hall staff. Please contact NCabrera@rheumatology.org for more information).
- Media/communications companies producing content that is sponsored by a single organization or whose revenue for the publication or issue of a publication depends solely on coverage of the ACR's meeting
- Media who produce a communications vehicle that uses the ACR's name or logo to imply endorsement from the ACR

NOTE: The ACR reserves the right to impose further limitations on the number of badges issued as necessary.

Special Considerations for Press Credentials

Photographers/Videographers

Photographers, videographers, and/or other members of the multimedia team accompanying credentialed news outlets must submit an assignment letter with their registration that includes information about the total number of crew and specific role of each crew member. Photographer/videographer/multimedia registrations count toward the four registrations allowed per organization, and assignment letters must be on company letterhead.

Bloggers

Bloggers wishing to be considered for press credentials must submit an assignment letter that includes details about the blog's audience, content focus, and minimum number of articles that will be produced. The ACR reserves the right to only approve projects with a scope of work comparable to the number of days a journalists will be on-site (i.e. two articles for a three-day attendance would be considered insufficient). The required work samples must include copies of, or links to, recent rheumatology-related posts, and all blogs must demonstrate that original, editorial news coverage is disseminated throughout the year and that the blog has editorial freedom from advertisers and/or sponsors (single-sponsored blogs will not receive credentials; blogs with advertising must have multiple advertisers clearly identified).

Non-writing Editors

An outlet/publication may send one non-writing editor if the person is managing a team of on-site or remote writers. The editor must submit an assignment letter on the publication's letterhead that explains what their role is, what type of content they will be assigning, the minimum number of articles that will be produced, and their plans for disseminating the articles. A non-writing editor counts toward the four press badges an outlet/organization can send.

Film Crews

Film crews and video production companies must send applications for media credentials to pr@rheumatology.org at least 30 days prior to the meeting. The assignment letter for each person must be on the letterhead of the publication/outlet that will be sharing the final content and include details about the content being produced, each person's role, the minimum number of videos being developed, and where/how the content will be distributed, and any editorial/financial supporters of the project.

Prohibited Activities of Registered Press/Photographers/Videographers

Registered press is strictly prohibited from engaging in the following activities. Violation of these parameters will result in loss of press credentials for the offending journalists and/or outlet/organization for future meetings.

- Sales, marketing or representing a company for the purposes of obtaining advertising, subscriptions, selling photography/video production, or other products or services from any registrant or exhibitor
- Misrepresentation of role or activities to obtain media registration
- Sharing or distributing embargoed materials prior to the end of the embargo
- Developing or assisting in the development of continuing medical education programs
- Soliciting presenters and/or attendees for inclusion in CME programs or peer-reviewed journals
- Publishing/posting presentation slides, copyrighted meeting materials, or live streams of meeting presentations

Permitted & Non-Permitted Filming, Audio Recording and Photography

Please indicate on your press credentials application whether you wish to use a camera or video camera during the event. All persons with pre-approved devices will be issued a badge that contains a sticker indicating they are authorized to have their camera during the meeting. If you do not have one of these stickers, staff members are permitted to stop you from using your device.

All registered media with approved devices is asked to observe the following policies for filming, audio recording, and photography during the meeting:

- **In Sessions:** Filming, live streaming and use of flash photography is strictly prohibited. Handheld audio recorders may be used in sessions for the sole purpose of reporting accuracy, assuming all intellectual property rights will be respected. Photos may be taken with permission from the presenter/speaker. Photos and/or audio recordings must be captured in a non-disruptive manner that does not disturb the presenter and other attendees.

- **In the Exhibit Hall:** Filming inside of the exhibit hall and capturing general photos and wide shots of the Exhibit Hall is prohibited. Individual exhibits may not be photographed or videotaped without prior permission from the exhibitor. Photos may be taken of individual posters and exhibits with permission of the presenter or exhibitor.
- **In Public Areas:** Video recordings can happen in public areas, and are limited to interviews with presenters/attendees, general b-roll, live video updates and establishing shots.
- **Images:** Any images from the meeting should be credited to the 2020 ACR Winter Rheumatology Symposium.

Meeting Coverage Promotion Guidelines

If you intend to present coverage of the 2020 Winter Rheumatology Symposium in a dedicated website, newsletter, or promotional piece of any kind, please include the following disclaimer at the top of your piece:

This information is brought to you by [insert organization name] and is not sponsored by, nor a part of, the American College of Rheumatology.

Acceptable titles of your coverage are as follows:

- Highlights from the 2020 ACR Winter Rheumatology Symposium
- 2020 ACR Winter Rheumatology Symposium Highlights
- 2020 ACR Winter Rheumatology Symposium Review

Additionally, you may not use the 2020 Winter Rheumatology Symposium logo nor company name to imply affiliation. The ACR reserves the right to request promotional activities violating this policy be edited or removed. Failure to comply with these guidelines may result in the loss of press credentials for future meetings.

Use of Insignias/Logos

Insignias and logos of the Winter Rheumatology Symposium, ACR, ARP and Rheumatology Research Foundation are proprietary marks. Use of these in any fashion, by any entity, for any purpose, is prohibited without the written permission of the ACR. The use of insignias, logos and images that mislead the intended audience to believe that a piece or production is coming from the ACR is strictly prohibited and will result in the denial of future press credentials for future meetings.

Frequently Asked Questions

- **Does the ACR share its media list?**
The ACR does not share, rent or sell the current or past list of registrants with attendees, exhibitors or their representative public relations and marketing agencies.
- **Does the embargo lift on all presentations at the same time?**
Yes. The embargo lifts on all presentations on **Sunday, January 26 at 7:00 a.m.**, regardless of when it is presented.
- **What do I do if I lose my badge?** All registered press must wear their badge at all times so that staff can easily identify those who have audio/video/photography privileges. If you

lose your badge, please visit the registration desk to have a new one printed. If registration has closed, please email Nancy Pass at npass@rheumatology.org.

Code of Conduct

All those participating in, or otherwise in attendance at, ACR meetings and events are subject to the ACR Code of Conduct, which can be found, in full, at <https://www.rheumatology.org/Learning-Center/CME-MOC/Policies-Disclosures>. The ACR is committed, and expects its staff, guests and participants to be committed, to providing a friendly, safe and welcoming environment for all, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.

Any actual or suspected violation of the Code of Conduct should be promptly reported to ACR staff or online at <https://www.rheumatology.org/Learning-Center/CME-MOC/Policies-Disclosures/Educational-Activity-Code-of-Conduct-Report>. Violators are subject to expulsion from any or all aspects of the meeting or event.

How to Apply for a Press Badge

To apply for press access, visit <http://www.rheumatology.org/About-Us/Newsroom/Media/Press-PassRequest>. Eligible outlets/publications sending multiple people should have each person submit a separate, individual request. Each journalist must provide the following:

- An assignment letter from an editor or designated official of the outlet/publication that outlines what you have been asked to cover, the type of content being produced and where/how the content will be distributed.
 - The assignment letter must be on the letterhead of the eligible news outlet/publication that you are attending on behalf of and must include contact information (name, email and phone) for the assigning individual so that ACR staff can gather any additional information needed to approve your credentials.
- Photo identification (such as a driver's license or headshot)
- Current media credentials that verify you are a working member of the print, broadcast or online media (such as a business card, accredited press pass or an official media outlet-issued credential)
- Two bylined, published work samples (preferably related to rheumatology) that showcase the type of coverage that will be developed. Scientific research studies, textbooks, textbook chapters, brochure/promotional copy, etc. do not qualify.

NOTE: Journalists who received credentials for the previous year's meeting must submit bylined coverage from that event in lieu of general work samples. If meeting coverage is behind a login, a username and password must be provided so ACR can verify the outlet/publication eligibility and confirm post-meeting coverage. If the journalist is new, but the outlet/publication is not, the assignment editor may be asked to provide proof of coverage from the previous year before journalists representing the organization will be approved for the current year's meeting.

Once your application has been reviewed, you will receive confirmation of its approval or denial from Monica McDonald, mmcdonald@rheumatology.org, within three to seven business days depending on the volume of requests being received.