

## **ASRS 35th Annual Scientific Meeting Media Policies and Guidelines**

The American Society of Retina Specialists thanks you for your interest in our Annual Scientific Meeting. Following are policies and guidelines for news media professionals interested in covering the meeting.

### **Media Policies**

#### **Abstract Availability**

Reporters credentialed by ASRS to cover the 35th Annual Meeting will receive access to the Annual Meeting mobile site containing the abstracts for all papers, posters, and posters on demand (PODs). ASRS will provide information on how to access the mobile site in early August 2017.

#### **Embargo Policy**

The media, as well as companies and institutions issuing news releases, and others are required to abide by the following embargo policy governing the ASRS 35th Annual Meeting.

- The embargo for abstracts presented at the ASRS 35th Annual Meeting will lift at the end of the corresponding live presentation.
- The embargo for scientific posters and posters on demand will be lifted at 5:15 PM (ET) on Sunday, August 13, 2017.

#### **Gathering and Use of Information**

The American Society of Retina Specialists holds copyright on scientific material presented at the meeting, after which time the copyright is returned to the author. Therefore, no portion of a scientific program may be photographed, audiotaped or videotaped without the express written consent of the American Society of Retina Specialists (ASRS) and individual program presenters. Similarly, permission must be granted by exhibit personnel before a photo is taken in the exhibit hall.

Video news crews must be accompanied by an ASRS staff member. Please check with the ASRS headquarters to make these arrangements in advance. Scheduling is subject to the availability of ASRS staff. Material gathered must be for editorial use in conjunction with a news story covering the meeting.

ASRS staff will provide an appropriate hashtag to be associated with social media posts about the meeting.

Media representatives must agree that information gathered at the ASRS Annual Meeting will not be used to develop any continuing medical education (CME) materials or programming. Media representatives will not be granted continuing education credit for educational sessions they attend.

### **Preferences and Trends (PAT) and Global Trends Survey Information Policy**

The 2017 PAT Survey is provided solely for the educational interest of the ASRS membership. The data reported represent the opinions and preferences of the survey respondents alone and do not necessarily represent any official position of the ASRS.

All responses and data analysis are the sole property of the ASRS (copyright 2017 American Society of Retina Specialists, all rights reserved). Publication and/or use of the data are not permitted without prior written approval from the PAT Survey managing editor; email [susan.raef@asrs.org](mailto:susan.raef@asrs.org) to request permission.

No photography or video recording is permitted of the ASRS Preferences and Trends (PAT) or Global Trends Survey posters or slides.

### **Promotional Materials**

Members of the media may not distribute any form of promotional materials unless the distribution is confined to their booth in the exhibit hall. Exhibitors may distribute materials only within their booth.

## **Media Guideline FAQs**

### **Which journalists may attend?**

Employees or editorial staff members from the following types of media outlets are invited to register for media credentials to attend the Annual Scientific Meeting:

- Ophthalmic or other health care publications
- General circulation newspapers, magazines, newsletters
- News services and syndicates
- Broadcast media
- Electronic media

### **What media credentials are required?**

- Media representatives must present a business card or some other acceptable form of identification listing their editorial title. Job titles considered not acceptable include, but are not limited to, principal, account executive, sales manager and advertising manager.
- Freelance reporters are required to present a letter of assignment from the editorial department of a recognized media outlet.

### **Who is *not* permitted to attend?**

Employees or representatives from consulting, public relations, advertising, or marketing firms are not allowed to obtain media credentials for the Annual Scientific Meeting.

### **How can journalists register in advance?**

Lydia Steck, Vice President of Communications, is responsible for approving media credentials. Please contact [lydia.steck@asrs.org](mailto:lydia.steck@asrs.org) if you have any questions.

**\*Please note: Journalists should not use the general registration form.**

### **Which meeting events may the media attend?**

- Symposia
- Instructional courses
- Posters
- Exhibit Hall

**Which meeting events are not open to the media?**

- Social events
- ASRS Business Meeting

**What are the requirements for journalists covering the meeting?**

The ASRS-issued media badge must be worn to gain access to meeting sessions and the exhibit hall. ASRS reserves the right to refuse access or ask for the return of media badges for any reason.

**Does ASRS endorse products or services?**

ASRS does not endorse any products or services.

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**Acknowledgement and Agreement**

I have read and agree to abide by the ASRS 35th Annual Scientific Meeting Media Policies and Guidelines.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Publication/Organization

(Updated 11.29.2016)