

INTERNAL MEDICINE 2009 MEDIA POLICY

Press Badge Eligibility

Press registration is strictly limited to working journalists and will not be extended 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/audiovisual or print resources. **Press credentials are required.**

Journalists 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 a letter 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 and 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 Web components may not offer CME for information gathered at the ACP meeting.

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

- The Web site must provide original news coverage.
- Editorial content must be independent of advertising, sponsorship, and CME.
- Advertising on the Web must be clearly identifiable as such.
- Any sponsors of the Web must be clearly identified as such and should be multiple in number (no single-sponsored Web sites).
- 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.

First-time press registrants must show sample publication with name on masthead or on bylined articles, or other proof of reporting/editing role. Dual-role publishers/editors may be admitted if bylined samples are shown.

Badges are granted at the discretion of the ACP Communications Department/Press Office. Badges must be worn by all press registrants and are not transferable. Press badges do not grant access to reserved courses (see below), nor do they ensure access to an unreserved course that is filled to capacity.

Access to Courses

Press registrants may not attend reserved courses. These are not listed in press materials, but they are in the Advance and Scientific Programs, and on the ACP Web site. Reserved courses are marked "R" and begin with the letter R in the course code (RCT 014 for example, a Reserved Computer Tutorial).

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Camera, Video and Audio Taping Policy

Videotaping is permitted at ACP press conferences. Videotaping, audiorecording, and photography of educational sessions may be permitted with prior approval of, and a staff escort from, the ACP Communications Department/Press Office. Recording of sound or images by any method, including cameras or cell phones, is prohibited in the Exhibit Hall.

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 2009. Permission is granted to individuals who wish to record (audio only) presentations solely for their personal use for story development.

No rebroadcast, resale, repurposing or other distribution 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. **Interviews of any kind, recorded or not, are prohibited in the Exhibit Hall.**

The Learning 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 videography may be permitted, but reporters must first ask for the subject's approval.

Note:

- Acceptance of a press badge 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 phones and Internet access, but computers and printers are not provided.
- Press registrants who are medical professionals may not claim CME credit for attendance.
- Views of Internal Medicine 2009 faculty are their own and not those of the American College of Physicians. Events may be held during Internal Medicine 2009 by groups unaffiliated with ACP.