

## **2013 PHYSICIANS' EDUCATION RESOURCE ®, LLC MEDIA & PRESS POLICIES**

### **I. MEDIA POLICIES**

#### **EMBARGO POLICY**

News media are required to abide by the embargo and confidentiality policies governing all Physicians' Education Resource ("PER") live meetings.

#### **ELIGIBILITY REQUIREMENTS**

PER reserves the right to grant press privileges to individuals on a case-by-case basis. In accepting a press pass, the recipient agrees to abide by PER's Media & Press Policies. PER retains the right to revoke press badges at any time. Journalists employed by news organizations attending the meeting for the purpose of editorial coverage may be granted media credentials. Journalists are required to submit appropriate media credentials as part of their registration application including:

- a photocopy of official press credentials
- a letter of assignment from the media organization being represented
- two bylined medical/health/science articles published within the last six months, and
- a copy of the publication.

(Business cards or membership cards from news media, communications, or writers' organizations are not sufficient to establish eligibility.)

**Journalists must work exclusively for the media outlet for which they are credentialed (please see exception under Freelance Journalists below). Journalists who use their media privileges to work for non-credentialed organizations will have their media privileges revoked.**

Due to space and resource limitations, registration is limited to one representative per media outlet, unless otherwise noted. Registered media are not eligible for continuing education credit.

Companies or organizations producing publications, videos, and other products intended for marketing, advertising, financial analysis, or public relations purposes may not register as media. Financial analysts; sales, advertising, or marketing representatives; public relations personnel; book publishers and book authors; and individuals from communications, print, and online promotion services may not register as media.

#### **RECORDING (AUDIO, VIDEO, AND STILL PHOTOGRAPHY)**

Any photography, filming, taping, recording, or reproduction in any medium, including but not limited to,

use of tripod-based equipment, of any of the programs and/or posters presented at live Physicians' Education Resource meetings is not permitted. Violators risk confiscation of their equipment and/or dismissal from meetings as deemed appropriate.

#### **MEDICAL JOURNALS**

Medical journals that provide original editorial news content and that meet the criteria below are eligible to register one journalist to cover a live Physicians' Education Resource meeting:

1. The journal must have a regular editorial news section.
2. The journal must be peer reviewed and publish original manuscripts.
3. The journal must issue an official letter of assignment for registration.

Medical journals meeting criteria 2 and 3 above that publish original, supplemental, editorial meeting coverage (that, if sponsored, has more than one sponsor) are also eligible to register one journalist.

Professional societies and their informational products (other than medical journals meeting the criteria above) do not qualify as news media. Professional society representatives are welcome to register as regular attendees.

#### **TRADE PUBLICATIONS**

General medical/health/science trade publications are eligible to register one journalist. Oncology-specific trade publications that do not have a CME component are eligible to register up to two journalists.

#### **FREELANCE JOURNALISTS**

Freelance journalists are required to submit an official letter of assignment from a news organization, two bylined medical/health/science articles published within the last six months, and coverage from the previous year's meeting (if applicable). A copy of the publication and proof of editorial freedom from funding sources are required to establish media status for registration. (Single-sponsored publications are not eligible for media

**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. Interviews are prohibited in exhibit hall.

**USE OF CONTENT**

Content captured from any Physicians' Education Resource live meetings is intended for news coverage or reporting only. All other use is strictly prohibited. Captured content may not be used for the creation of commercially supported supplemental materials.

**IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION**

For security reasons, official Physicians' Education Resource badges will be required for admittance to all events. Please wear your badge so that it can be easily seen at all times. Lost badges should be reported to the Registration Staff immediately. The following badge policies will be in effect throughout the live event.

False certification of individuals as paid attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any associated event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved and expelling all parties involved from the event without obligation on the part to refund any collected fees.

In addition, individuals who are part of a Physicians' Education Resource conference may not engage in any demonstrations or other behavior that the conference co-sponsors deem to be potentially disruptive to the conduct of the Symposium. Violation of this rule is grounds for immediate dismissal.