



## I. MEDIA POLICIES

### **EMBARGO POLICY**

News media are required to abide by the embargo and confidentiality policies governing the 2011 Breast Cancer Symposium:

**The embargo for all abstracts accepted to the 2011 Breast Cancer Symposium will lift at 6:00 PM ET on Tuesday, September 6, 2011. These abstracts will be made available at [www.asco.org](http://www.asco.org).**

This Embargo Policy covers all abstracts accepted as part of the Symposium regardless of whether information is obtained from another source.

### **ELIGIBILITY REQUIREMENTS**

Journalists employed by news organizations attending the meeting for the purpose of editorial coverage will 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, coverage from the previous year's meeting (if applicable), 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 credentialed for the 2010 Breast Cancer Symposium who are requesting 2011 credentials for the same media outlet are required to submit coverage of the 2010 meeting, but are not required to submit two recent bylined medical/health/science articles.

**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 for a period of one year.**

**Please be advised that registration forms sent without supporting documents and information will *not* be reviewed or approved.**

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, but are welcome to register as regular attendees.

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

Any photography, filming, taping, recording, or reproduction in any medium, including via the use of tripod-based equipment, of any of the programs and/or posters presented at the 2011 Breast Cancer Symposium without the express written consent of the American Society of Clinical Oncology is strictly forbidden. Exceptions to this policy prohibition include non-flash photography and audiotape recording—using hand-held

equipment—for strictly personal and noncommercial use, which are permitted if not disruptive.

## II. SPECIFIC NEWS MEDIA POLICIES

### **MEDICAL JOURNALS**

Medical journals that provide original editorial news content and that meet the criteria below are eligible to register one journalist to cover the 2011 Breast Cancer Symposium:

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.

### **PUBLICATIONS WITH A CME COMPONENT**

Publications that provide CME within their issues, supplements, or online must meet the following criteria in order to register as media:

1. Must have multiple sponsors (no single-sponsored publications).
2. Must have complete editorial freedom from sponsors.
3. Must produce at least a 4:1 ratio of editorial coverage to CME.

### **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 registration.) Publications are eligible to register one journalist, unless otherwise noted.

**Journalists must work exclusively for the media outlet for which they are credentialed. Exception: Freelance journalists may work for additional clients provided they confirm with in advance that those clients are credentialed by ASCO. Freelance journalists who use their media privileges to work for non-credentialed organizations will have their media privileges revoked for a period of one year.**

### **BROADCAST MEDIA**

Broadcast media organizations (TV or radio) are eligible to register one representative and must abide by the policies in the Video, Photography, and Audio Recording section.

Production companies and documentary film crews that wish to register as media must submit a written request at least one month in advance of the

meeting. Requests will be evaluated on a case-by-case basis and must include:

1. Information on the production company
2. A film/documentary treatment
3. Marketing and distribution plans
4. Information on sponsors (no single-sponsored films considered)

#### **ONLINE/DIGITAL MEDIA**

Online publications that meet the criteria below are eligible to register one representative:

1. To qualify as online media, you must represent a commercial Web site that posts original editorial news coverage at least once per week. The Web site must extend beyond forums, personal Web sites, personal analysis, or opinion. Long format video interviews or video blogs do not qualify as original editorial news coverage.
2. Editorial content must be independent of advertising and sponsorship.
3. The site and its content must be overseen by an editorial board.
4. If the Web site is sponsored, it must be sponsored by more than one entity; all sponsors must be clearly identified as such on the Web site.
5. Only outlets that have been in continuous operation for at least six months will be considered.
6. All registrants must submit traffic data from a third party (Quantcast, Sitemeter, Technorati, etc.) in order to be considered.
7. The final decision on all registration requests for press credentials resides with the Meeting Organizers.

#### **NEWSLETTERS**

Newsletters that are widely published and publicly available, and that primarily cover cancer news, are eligible to register one journalist.

Investment newsletters are not eligible for media registration.

Representatives must submit two issues of the newsletter, each containing at least one bylined medical/health/science article, and coverage from the previous year's meeting (if applicable). Editorial freedom from funding sources is a prerequisite for registration and subject to review. (Single-sponsored newsletters are not eligible.)

Patient advocacy organizations registered to attend the Symposium that publish a newsletter meeting the criteria above are welcome to send one representative to provide editorial coverage of the meeting.

#### **IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION**

For security reasons, the 2011 Breast Cancer Symposium badge 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 Symposium.

1. The 2011 Breast Cancer Symposium badge is the sole property of the Symposium co-sponsors.
2. The badge is nontransferable.
3. False certification of individuals as paid Symposium attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Symposium 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 Symposium without obligation on the part of the Symposium co-sponsors for refund of any fees.

In addition, individuals who are part of the 2011 Breast Cancer Symposium may not engage in any demonstrations or other behavior that the Symposium co-sponsors deem to be potentially disruptive to the conduct of the Symposium. Violation of this rule is grounds for immediate dismissal

from the Symposium and/or ineligibility for attendance at future Breast Cancer Symposia. Any person who is dismissed from the Symposium may request that the Symposium co-sponsors review the matter, provided, however, that such dismissal will be effective immediately and will continue until and unless the Symposium co-sponsors issue a contrary decision.

#### **PLEASE NOTE**

Co-sponsors of the Breast Cancer Symposium reserve the right to bar from this and future meetings any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits. The Symposium has been designated smoke-free, which applies to all meeting areas, including the Press Room. No persons under the age of 17 will be admitted to any official Symposium function.

Media unable to attend the meeting may access the Breast Cancer Symposium press kit at [www.asco.org/BCSpreskit](http://www.asco.org/BCSpreskit) at the time of embargo lift.

For questions, please contact the ASCO Communications Department at:

**Phone: 571-483-1365 or 571-483-1354**

**Fax: 703-350-4489**

**E-mail: [mediaregistration@asco.org](mailto:mediaregistration@asco.org)**

**After Hours Phone: 571-483-1366**