

ASCO welcomes journalists to cover its co-sponsored Symposia taking place throughout 2021:

- [Gastrointestinal Cancers Symposium](#): January 15-17, 2021, VIRTUAL
- [Genitourinary Cancers Symposium](#): February 11-13, 2021, VIRTUAL
- [ASCO Quality Care Symposium](#): September 24-25, 2021, Boston, MA

**Embargo Policies**

News media are required to abide by the embargo and confidentiality policies governing each Symposium. **The embargo for all abstracts accepted to the 2021 Symposia are as follows:**

Symposium	Embargo Lift Date
Gastrointestinal Cancers Symposium	Monday, January 11, 2021, 5:00 p.m. ET
Genitourinary Cancers Symposium	Monday, February 8, 2021, 5:00 p.m. ET
ASCO Quality Care Symposium	Monday, September 20, 2021, 5:00 p.m. ET

These abstracts will be made available at [meetinglibrary.asco.org](http://meetinglibrary.asco.org). This Embargo Policy covers all abstracts accepted as part of the Symposia regardless of whether information is obtained from another source.

**Benefits for Media**

Individuals granted media credentials from ASCO receive the following complimentary benefits for all ASCO meetings and co-sponsored symposia:

- ✓ Access to embargoed press materials, abstracts, and press briefing slides
- ✓ Unlimited access to Virtual Meeting (includes posters and video recordings of nearly all sessions)
- ✓ Virtual participation in press briefings
- ✓ Access to ASCO Experts
- ✓ Assistance with facilitating interviews

Additional benefits are available for credentialed media who register to attend ASCO meetings and co-sponsored symposia in person:

- ✓ Access to hotel room block
- ✓ Admission to all Scientific and Education sessions (ticketed sessions are not open to media)
- ✓ Press briefing access, when applicable
- ✓ Use of on-site media facilities, dedicated interview rooms/space, and satellite filming locations

**Apply for Media Credentials**

Apply through [ASCO's Media Headquarters \(HQ\), mediahq.asco.org](http://ASCO's Media Headquarters (HQ), mediahq.asco.org).

ASCO requires that individuals represent news outlets/publications that:

- Publish ongoing (>6 months), original news content
- If sponsored, have more than one sponsor
- Have complete editorial independence and freedom from sponsors/advertisers
- Have an editorial board or editorial oversight
- Do not provide services that extend beyond publishing news content

**Exception:** See below for CME requirements

Additional requirements for outlets/publications meeting the above criteria:

- Outlets/publications that produce CME content must have at least a 4:1 ratio of editorial to CME content
- Medical journals must:
  - Be peer-reviewed
  - Publish original manuscripts
  - Have a regular editorial news section or a supplemental conference news section
- Newsletters must:
  - Be widely published and publicly available
  - Primarily cover cancer news (corporate, investment, and institutional newsletters not eligible)
- If content is behind a paywall, a login that allows full access to the website must be provided for the purposes of verifying eligibility and reviewing meeting coverage.

Individuals representing outlets/publications that meet the criteria above must apply directly to ASCO (third-party registrations are not accepted), agree to the Confidentiality and Embargo Policies, and provide:

1. A photocopy of official press credentials in the form of:
  - National/International press card/ID,
  - Editorial roster/masthead from publication, or
  - Proof of active membership in a professional society for journalists/science writers (such as the Association of Health Care Journalists)

- or the National Association of Science Writers)
- 2. Letter of assignment from editor (not required for editors), which must include editor's full name, email address, and phone number
- 3. A sample of the publication (two samples required for newsletters)
- 4. Two recently published (<6 months) examples of your medical/health/scientific news content that represent the type of meeting news coverage that will be produced (bylined content preferred)
- 5. If previously attended the Annual Meeting, coverage from the previous year *specifically from the publication you were credentialed under.*

A limited number of freelance journalists who predominantly cover medical/health/science but do not have a letter of assignment are eligible to obtain ASCO media credentials to access embargoed meeting information if they meet the following requirements:

1. Provide copies of and/or links to three examples of medical/health/scientific content (bylined content preferred) published in outlets or publications that meet ASCO's media criteria within the last six months
2. Have an active membership in a professional society for journalists/science writers (such as the Association of Health Care Journalists or the National Association of Science Writers)
3. Provide previous coverage of ASCO (if applicable)

Advance registration is required and we encourage registering early.

### Not Eligible for Media Credentials

Individuals representing companies in the following categories or conducting the following activities are not eligible for media credentials and do not qualify for media registration:

- × Foundation, charity, philanthropic organization, patient advocacy organization, or professional society informational products
- × Financial analysis
- × CME
- × Sales of products or services
- × Marketing, advertising, public relations
- × Publishers
- × Book authors

- × Communications, print, and online promotion services
- × CEOs, presidents, and other business leadership
- × Personal websites
- × Social networking platforms
- × Patient advocates (see [Patient Advocate registration](#))

**Use of media privileges to work for non-credentialed organizations or other media outlets not credentialed by ASCO is strictly prohibited. Individuals working for multiple outlets/publications must confirm with ASCO in advance that each outlet meets ASCO's requirements.**

### Register to Attend the Meeting in Person

#### MEDIA

**Indicate you want to attend the meeting in person when applying for media credentials through [Media HQ](#).**

Individuals may receive media credentials to cover the meeting on site or remotely provided all required criteria are met. However, due to space constraints, **on-site attendance is limited to one representative per outlet/publication unless otherwise approved.**

**Dual registration is prohibited.** Meeting attendees may select only one type of registration. Physicians covering the conference for a media outlet must register as either a regular attendee or member of an approved media outlet. Media may not be included in a group registration, and physicians registered as media may not earn CME credits. **Registration types may not be changed on site.**

#### MEDIA CREW

**Register by email at [mediaregistration@asco.org](mailto:mediaregistration@asco.org).**

A maximum of **two** media crew (photographer, videographers, and/other production crew members) per outlet/publication are permitted to accompany approved media on site. Advance written approval is required. Media Crew will not have access to embargoed information in advance of the meeting. Send registration requests to [mediaregistration@asco.org](mailto:mediaregistration@asco.org) (**please do not attempt to register through Media HQ**), and include:

- Requested number of crew members and each crew member's specific on-site role
- Additional supporting documentation may be required

#### **CONSIDERED ON A CASE-BY-CASE BASIS**

**Inquire via email at [mediaregistration@asco.org](mailto:mediaregistration@asco.org).**

ASCO will consider providing badged news media access to attend the meeting in person for bloggers and social media influencers on a case-by-case basis, depending on the depth of editorial coverage and reach. ASCO will also consider production companies and documentary film crews, provided written requests are submitted to [mediaregistration@asco.org](mailto:mediaregistration@asco.org) at least one month in advance of the meeting. Requests must include:

1. Information on the production company
2. Film/documentary treatment
3. Marketing and distribution plans
4. Information on sponsors (single-sponsored productions will not be considered)

## **On-Site Policies for In-Person Meetings**

### **INTERVIEWS, PRIVATE INTERVIEW ROOMS**

All media interviews must be pre-arranged. Impromptu “person on the street” interviews are prohibited. ASCO offers private interview space within the on-site Press Rooms for media use on a first-come, first-served basis for news coverage of the meeting.

### **PROFESSIONAL VIDEOTAPING & PHOTOGRAPHY**

Media are welcome to:

- Use images from the ASCO Photo Gallery (<http://photos.asco.org>) in news coverage, citing copyright information provided in each photo caption. (Non-media with an interest in using images from the Photo Gallery must contact [permissions@asco.org](mailto:permissions@asco.org)).
- Submit requests for the ASCO photographer to take specific photos by emailing [photos@asco.org](mailto:photos@asco.org) at least 24 hours in advance of the photo opportunity.

Registered media are permitted to conduct photography, videotaping, and audio recording in the following areas of the convention center only:

- ✓ Press Room
- ✓ Designated satellite filming locations (reservations required)
- ✓ Common areas (excluding the Exhibit Hall), provided official ASCO camera escort is present

Non-flash photography of presenters during Scientific and Education Sessions is permitted provided you do not interfere with the presentation or ASCO’s professional photographer.

*The following are prohibited for registered media and commercial purposes:*

- × Video or audio recording of or in Education and Scientific Sessions (exception: pre-arranged interview at a poster or brief b-roll shot permitted, provided official ASCO camera escort is present)
- × Photography of slide presentations
- × Photography or videotaping in the Oncology Professionals Hall (Exhibit Hall)
- × Video or audio recording interviews with attendees in above areas

*Allowed for personal, social, and non-commercial use only:*

Use of hand-held recording devices for:

- ✓ Non-flash photography of slide presentations
- ✓ Audio and video recording of excerpts from Scientific and Education Sessions

### **AUTHOR SLIDES AND POSTERS**

Media are welcome to:

- Use slides presented in the meeting press briefings in news coverage
- Obtain written permission from an author for use of slides not included in the ASCO press briefings (e.g., slides from Scientific Session presentation) and/or posters. Authors retain copyright to their full slide presentations and posters, and all copyright laws apply to the reproduction, distribution and/or publication of author slides and posters. Use of slides and posters without written consent from the author is prohibited.

### **SECURITY AND ATTENDEE CONDUCT**

All registered attendees, including media, are subject to the [ASCO Event Attendee Conduct Policy](#).

For security reasons, meeting badges:

- Are required for admittance to all events and press facilities
- Must be worn and visible at all times
- Are the sole property of ASCO
- Are non-transferable (may not be shared)

False certification of individuals as Media or paid meeting attendees, misuse of badges, assisting unauthorized persons to gain access to any ASCO meeting or co-sponsored symposia event or materials, or any inappropriate or unauthorized conduct will be just cause for:

- Repossessing badges
- Revoking media credentials of any individuals involved

- Expelling all parties involved from the meeting without obligation for refund of any fees

In addition, individuals who attend or are part of an ASCO meeting or co-sponsored symposia may not engage in any demonstrations or other behavior that ASCO deems to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future ASCO meetings and co-sponsored symposia.

Any individual dismissed from the meeting may request that ASCO review the matter, provided the individual understands that such dismissal will be effective immediately and will continue until and unless ASCO issues a contrary decision.

### **Further Questions**

Additional press materials and information are available via ASCO's [online press center](#).

Please contact Savannah Rogers in the ASCO Communications Department at [savannah.rogers@asco.org](mailto:savannah.rogers@asco.org) or 571-483-1592.