

All news media wishing to access embargoed materials must apply for ASCO media credentials.

### **Policies**

News media are required to abide by ASCO's identity, confidentiality, and embargo policies. Please refer to the specific meeting, publication, etc. for the specified embargo date and time.

### **Benefits for Media**

Individuals granted media credentials from ASCO receive the following complimentary benefits for a one-year period:

- ✓ Access to ASCO's online media headquarters
- ✓ 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
- ✓ Access to ASCO Journals

### **Apply for Media Credentials**

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

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)

### **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, professional/academic 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.**

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

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

ASCO will consider providing news media access for bloggers and social media influencers on a case-by-case basis, depending on the depth of editorial coverage and reach.

### **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.

### **Further Questions**

Additional press materials and information are available via the online Annual Meeting Media Resource Center at <https://www.asco.org/ammrc>.

Please contact the ASCO Media Team at [mediaregistration@asco.org](mailto:mediaregistration@asco.org).