

# American Academy of Orthopaedic Surgeons (AAOS) Annual Meeting Media Guidelines

updated 11/17

The American Academy of Orthopaedic Surgeons (AAOS) is pleased to welcome media to its Annual Meeting—the world's largest gathering of orthopaedic surgeons, researchers and allied health professionals—offering the latest information on orthopaedic treatments and advancements.

## **PRESS CREDENTIALS**

The Annual Meeting is a private meeting and the granting of media/press credentials is at the sole discretion of the AAOS. Press badges are available only to media who are working for and representing a recognized news organization, and who can show evidence that their attendance will result in coverage of orthopaedic news in print, broadcast or online media.

### **Media registration**

Eligible media will need to provide:

- A business card certifying that you are a working member of the press, and contact information.
- A bylined sample of your work (clearly denoting a byline by the registrant) in English.
- A letter of assignment, if you are a freelancer.
- A user name and password for AAOS to access your news website, if necessary, to verify eligibility.
- A driver's license or passport at sign in to receive your media badge.

### **Who is not qualified for media credentials?**

AAOS is unable to issue press badges to:

- Representatives from medical education companies attending the AAOS Annual Meeting for the sole purpose of creating continuing medical education (CME), or its international equivalent or other commercial educational content, or recruiting writers or presenters.
- Writers or production staff creating financial or industry analysis and/or video reports intended for internal use, marketing, advertising or sale to customers.
- Staff or freelance writers representing non-media websites and/or for-profit company websites that do not have an independent editorial staff.
- Non-reporting management personnel from trade media, including publishers or a publication's advertising, marketing, public relations or sales staff.
- Representatives of publications or websites that do not have editorial freedom from advertisers, funders and/or sponsors, or do not clearly identify advertisers, sponsors, paid editorial or other funding sources.
- Representatives of publications or websites that do not regularly publish or provide ongoing original news coverage.
- Writers, editors or contributors to single-sponsor publications, including in-house or industry publications or websites.
- More than four journalists from the same media outlet.
- Family members of the working press.
- Reporters who are not reporting on the meeting.
- Editors, writers and scientific advisory board members for journals that do not have editorial news sections. For journals with editorial news sections, only personnel directly involved in gathering and writing independent news coverage in a regular news section are eligible for credentials.
- Staff from public relations firms; advertising agencies or production companies.
- Representatives of corporate, academic or hospital public relations, advertising or marketing departments.
- AAOS members.
- Physicians and other medical providers seeking CME credit. (Paid registration is required.)
- Personnel who work in their organization's exhibit. This includes corporate press officers and their public relations consultants. Individuals who work in the expo hall must register as exhibitors. Dual registration is not allowed.

## **COVERAGE AND ACCESS TO SCIENTIFIC PRESENTATIONS**

Meeting materials are available at [aaos.org/annualmeeting](http://aaos.org/annualmeeting), and an online press kit will be available the Friday before the annual meeting begins at [aaos-annualmeeting-presskit.org](http://aaos-annualmeeting-presskit.org).

Media may cover scientific paper presentations, scientific symposia and instructional courses during the Annual Meeting. Press representatives also have access to the technical exhibit hall as well as the poster and scientific exhibit areas. Certain symposia or instructional courses may require advance registration. The AAOS has the right to restrict press attendance at any educational session. In such cases, registered press will be notified in advance. Media are prohibited from attending AAOS business/operational meetings, including board of directors, advisory board, council, committee, task force and any special meetings/forums of the AAOS membership.

# American Academy of Orthopaedic Surgeons (AAOS) Annual Meeting Media Guidelines

updated 11/17

## **Embargo times and copyright transparency**

Unless otherwise stated, the official release time for material is the official date and start time of the AAOS Annual Meeting. Unless otherwise stated, the opinions and information presented in any educational session, interview or conversation are strictly those of the individual and do not represent the opinions of, or an endorsement from, AAOS.

We ask that the American Academy of Orthopaedic Surgeons be credited in news stories from the Annual Meeting.

## **Disclosure**

The AAOS requires speakers to disclose all relevant personal/professional relationships and any unapproved or 'off-label' uses of medical devices that they discuss, describe or demonstrate during their presentations. Every press release also includes specific disclosure information on study authors and quoted experts.

## **Expert roundtable discussions**

AAOS may offer roundtable discussions, featuring one or two experts who are presenting news during the meeting or who have key insights on orthopaedic topics of interest to the media and the public. Roundtable discussions, held in the Media Briefing Room, are informal, small group sessions that allow journalists to learn about specific presentations and ask questions of expert orthopaedic surgeons. The expert roundtable schedule, including topics, times and presenters, will be distributed to registered media prior to the start of the Annual Meeting, posted in the online press kit, and available in hard copy form in the Press Room.

## **Video and audio recording, photos and graphics**

Videotaping and/or photographing scientific material, including the use of digital cameras and camera phones, is strictly prohibited in the technical exhibit hall, the poster exhibit area, and scientific sessions.

An AAOS Public Relations staff member must grant permission for videotaped interviews at the Annual Meeting, which must take place within a designated area of the Press Office or Media Briefing Room. A sign-up sheet will be available in the Press Office to reserve a videotaping time slot, limited to one hour, and available on a first-come, first-served basis.

Audio recording may be used for personal use only, such as gathering background information for a story. Registered press must secure permission from any interviewee before recording.

If you would like to record an expert roundtable, please notify the AAOS Public Relations Department, on-site in the Press Office, or in writing within 24 hours of the presentation. Approval must be given by all participating roundtable presenters before permission may be granted.

The Academy hires professional photographers to take pictures of the exhibit hall, educational sessions and special events. Photographs are available in the AAOS electronic press kit, or by request to AAOS staff in the Press Room.

To help maintain their eligibility for peer-reviewed journal publication, some researchers may not want to make their full studies public knowledge. Credentialed media who want to use graphs or other visuals to illustrate coverage must have the presenter's permission. AAOS Public Relations staff will assist with obtaining permission to the extent possible.

## **VIOLATION OF AAOS PRESS GUIDELINES**

Press covering any session at the Annual Meeting must observe the rules and restrictions as outlined above. Any individual with a press badge who violates the AAOS's press registration guidelines, and/or is found to have misrepresented themselves, their company or their media outlet when registering, will immediately forfeit their press credentials, may be asked to leave the meeting and/or be banned from future meetings.

All matters and questions not covered by these press guidelines are subject to the decisions of the AAOS. Should the AAOS have reason to suspect that press guidelines are being violated, the AAOS reserves the right to confiscate any such articles (e.g., recording devices or cameras) and/or eject any member of the media.

***If you have questions about these guidelines, please contact the AAOS Communications Department at [media@aaos.org](mailto:media@aaos.org) or 847-384-4036.***