

# E N G A G E I N EXCELLENCE

AAOS 2021

August 31 – September 3, San Diego, California

## Media and Communications Policies

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 advances. The AAOS media and communications policies provide journalists and other communications representatives with information about the rules for promoting and covering the Annual Meeting.

### General Embargo Policy and Copyright Transparency

Unless otherwise stated, the official release time for material is the official date and start time of the AAOS Annual Meeting – 7 a.m. PST, August 31. In addition, 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, the AAOS.

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

### Social Media

Communicating about the AAOS Annual Meeting by way of social media is encouraged within embargo restrictions. However, videotaping and/or photo sharing of scientific materials is strictly prohibited in the technical exhibit hall, the poster exhibit area and scientific sessions unless permission is granted by the presenter. If permission is granted, camera tags are required and will be distributed by Marketing and Communications staff (more information on page 5). The official hashtag for the 2021 Annual Meeting in San Diego is #AAOS2021. Be sure to follow AAOS on social media for regular updates and tag the Academy for added visibility on Facebook, Twitter, Instagram and LinkedIn.

# Press Credentials

The Annual Meeting is a private meeting and the granting of media/press credentials is at the sole discretion of the AAOS. Media 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, Qualifications and Required Documentation

Properly credentialed members of the media receive complimentary media registration, as well as access to embargoed press materials, invitations to news briefings, additional interview opportunities and access to the Press Room, which includes workspace, a printer and on-site Exhibitor announcements.

## Who Qualifies as Press?

Press is someone who works for a news outlet supported by advertising, paid subscriptions, or funded by a non-profit organization. Such organizations must operate with editorial independence from any political, government, commercial or special interest and produce work primarily to disseminate news. Professionals that usually qualify under this category include: reporters, writers, bloggers, freelancers, editors, publishers and producers. Registration at previous AAOS meetings does not guarantee approval. More than four journalists from the same media outlet are not permitted.

# Press Credentials

To be eligible for press registration, journalists in all categories must be prepared to provide the following before receiving their media badge:

- + Media identification, such as an international, accredited press pass or an official media-outlet-issued credential (business card).
- + A bylined sample of work (clearly denoting a byline by the registrant) in English.
- + A user name and password for AAOS to access your news website, if necessary, to verify eligibility.
- + Bylined coverage from previous AAOS meeting attendance.
- + A driver's license or passport at sign in to receive your media badge.

**Freelance journalists** must provide a letter of assignment from a qualified publication or a media outlet in addition to the items listed above.

**Newsletter media** must submit at least three issues of the newsletter and copies of three bylined news articles. Newsletters must also describe how the publication is distributed and details about the audience. The newsletter must demonstrate a focus on regular, ongoing editorial news content that meets the criteria for news organizations.

Newsletter media must also meet the above criteria, but are restricted to one representative.

**Representatives from online trade media, blogs, medical publishing companies, health care association publications and university publications and ghost writers** must provide representative samples of past work. The publication/media outlet must produce regular, ongoing news coverage and have sponsors clearly identified.

**Documentary film crews and video production companies** must submit a written request no less than three weeks prior to the start of the meeting that includes information about the company, the purpose of attending the meeting, a synopsis of film/video/documentary and information on the sources of financial support for the project.

**Media are encouraged to submit materials in advance to [media@aaos.org](mailto:media@aaos.org).**

**To register, visit: <https://xpressreg.net/register/orth0320/media/reginfo.asp>**

# Press Credentials

## Who is NOT Qualified for Press Credentials?

AAOS is unable to issue media badges, access to the Press Room or embargoed media materials to:

- + Representatives from medical education companies attending the AAOS Annual Meeting for the sole purpose of creating continuing medical education (CME, 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.
- + 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.
- + 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 attending with the purpose to sell, market or represent a company for the purpose of obtaining advertising, subscriptions, selling video production, or other products or services from any registrant or exhibitor.
- + AAOS members and other medical providers seeking CME credit. Paid registration for those individuals is required.
- + Personnel who work in their organization's exhibit. This includes corporate press officers and representatives of corporate, academic or hospital public relations, advertising or marketing departments. Individuals who work in the Exhibit Hall must register under the allied health category depending on their position. Dual registration is not allowed.

# 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, unless permission is granted by the presenter. If permission is granted, **camera tags are required** and will be distributed by Marketing and Communications staff.

An AAOS Marketing and Communications staff member must grant permission for any on-camera interview at the Annual Meeting, which **must take place within a designated area of the Press Room**, immediately outside the Press Room or the Media Interview Room. An online sign-up sheet will be available for credentialed press to reserve a videotaping time slot, limited to 30 minutes, 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 on-site media roundtable, please notify the AAOS Communications team on-site in the Press Room, 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 will be 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 share their full manuscripts. Credentialed media who want to use graphs or other visuals to illustrate coverage must have the presenter's permission. AAOS Communications staff will assist with obtaining permission to the extent possible.

# Access to Information

## Coverage and Access to Scientific Presentations

Meeting materials are available at [aaos.org/annualmeeting](https://www.aaos.org/annualmeeting), and an online press kit with hot topics, clinical news and announcements will be available right before the meeting.

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 area. 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.

## 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 AAOS 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 Interview 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.

# Violation of AAOS Media and Communication Policies

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

All matters and questions not covered by these media policies 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.