Guidelines for Press and Media

COVID-19 Update:
Due to the ongoing global COVID-19 (coronavirus) pandemic, the American Diabetes Association’s (ADA) 81st Scientific Sessions will be an entirely virtual experience. Please find Guidelines for Press and Media below.

Registration & General Guidelines

The American Diabetes Association® (ADA) provides complimentary access to the Scientific Sessions to credentialed members of the media, including print, broadcast and online media, for the express purpose of gathering news and information to produce news coverage of the ADA’s 81st Scientific Sessions. Media registration is intended for representatives of news media outlets that provide widely accessible, regularly appearing, original news coverage to professionals and the public.

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff of their news organization. Publishers of books and magazines, and representatives of sales, advertising or marketing departments of publications and broadcast outlets are not considered part of the editorial staff and are not permitted to register as media.

Registered members of the media will receive a “virtual briefing packet” containing embargoed materials in advance of the scheduled research presentations. In addition, a fully-staffed press team will be able to assist approved members of the media in securing virtual interviews.

Please note that prior-year registration does not guarantee eligibility for press credentials at the 81st Scientific Sessions.

Following review of these guidelines in their entirety including press registration requirements on page 2, please visit our online form to request complimentary press registration.

Embargo Policy

All abstracts and research being presented in the official program of the ADA’s 81st Scientific Sessions (this applies to all information included in the abstract supplement of Diabetes) is embargoed and remains confidential/not for public information or release until the dates and times listed at https://professional.diabetes.org/content-page/embargo-policy-1. Please note that the ADA reserves the right to adjust the embargo for all presentations.

The Embargo Policy applies to all abstracts regardless of whether information is obtained from another source. Any abstracts in violation of the Embargo Policy will be withdrawn from presentation at Scientific Sessions.

Abstracts will be available for review online under embargo before the meeting a few days prior to the start of the meeting. The early availability of the abstracts is for the sole purpose of assisting attendees in creating their itineraries for the meeting. All science remains confidential/not for public availability until the applicable embargo lift time.

The Embargo Policy will be strictly enforced. Failure to abide by the Embargo Policy may result in suspension of media credentials at the ADA’s 81st Scientific Sessions as well as future meetings and may also impact the ability to receive advance press materials for future meetings.
Press Registration Requirements

All media planning to cover the ADA’s Scientific Sessions must request permission to register through the ADA’s online registration form. Media are asked to submit their registration requests by June 18, 2021. All press registration credentials are subject to review by the ADA’s Press team.

Once approved for registration access, you will receive an email with specific instructions about how to confirm your registration—your registration is not complete until you have followed the steps in the email.

Eligibility Guidelines

The ADA requires that individuals represent news outlets that publish ongoing (>6 months), original news coverage. In addition:

- Articles must meet journalism standards and cannot be focused on a single company or product;
- If sponsored, have more than one sponsor;
- Have complete editorial independence and freedom from sponsors/advertisers; and
- Have an editorial board or editorial oversight free from any conflict of interest.

Outlets that meet the above criteria must also fall into one of the following three categories:

<table>
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<tr>
<th>Print, broadcast (radio, TV) or online (blog):</th>
<th>Medical Journals:</th>
<th>Newsletters:</th>
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<td>Websites not tied to a formal news organization must consistently publish editorial news coverage beyond forums, troubleshooting tips, links and reader contributions;</td>
<td>Must be peer-reviewed;</td>
<td>Must be widely published and publicly available; and</td>
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<td>Blogs and websites must contain dated, diabetes-related news content;</td>
<td>Must publish original manuscripts; and</td>
<td>Must primarily cover news about diabetes research, care and prevention.</td>
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<td>Blogs and websites must be updated at least weekly; and</td>
<td>Must have a regularly appearing editorial news section.</td>
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<td>Blogs and websites must have traffic greater than 7,000 page-views per month.</td>
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The following are not eligible for media credentials or press registration:

- CME/Medical Education company or provider;
- Professional society informational products;
- Financial analysts;
- Sales divisions of companies with products or services;
- Marketing, advertising or public relations firms;
- Publishers;
- Book authors;
- Communications, print and online promotion services;
- CEOs, presidents, and other business leadership;
- Exhibitors;
- Corporate investment and institutional newsletters; and
- Patient-specific publications.
Use of media privileges to work for non-credentialed organizations or other media outlets not credentialed by the ADA is strictly prohibited. Individuals working for multiple publications must confirm with the ADA in advance that each outlet meets the requirements.

**Requesting Registration Access**

In order to apply for press registration, all registrants must provide:

- Valid media identification or press credentials;
- Letter of Assignment from a qualified news organization; and
- The appropriate coverage as a first-time or prior-year attendee:
  - **For prior year attendees**: Published, bylined coverage from the most recent Scientific Sessions meeting. Articles must meet journalism standards and cannot be focused on a single company or product.
  - **For first time attendees**: Two recent, bylined articles or stories about diabetes research, care and prevention.

In addition to these items, freelance journalists, newsletter journalists, television/photography crews and bloggers and other online news outlets must provide the following supplementary materials:

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<th>Freelance Journalists:</th>
<th>Newsletter Journalists:</th>
<th>Blogs and online news outlets:</th>
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<td>In addition to the requirements for all attendees, an official letter of assignment from an accredited news organization must be included.</td>
<td>In addition to the requirements for all attendees, three issues of their newsletter containing at least one bylined article in each issue relating to diabetes research, care and prevention must be included.</td>
<td>In addition to the requirements for all attendees, traffic data from a third party (Sitemeter, Technorati, Feedburner, iTunes, Google Analytics or an equivalent) must be included.</td>
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To request registration, please submit your request with the documents listed above via this web form: [https://fs30.formsite.com/ConventionOperations/t2ritblse/index.html](https://fs30.formsite.com/ConventionOperations/t2ritblse/index.html).

If you are unable to complete the online form, please email SciSessionsPress@diabetes.org to request a print copy of the form.

**Photography, Video & Audio Recording Guidelines**

Allowing photographs or screenshots of presentation slides at the Scientific Sessions will be at the discretion of the presenter/study author. Each presenter/study author will announce, verbally and visually on a slide at the beginning of their presentation, whether or not he/she approves of photos or screenshots being taken of their slides. If allowed, attendees may take photos or screenshots during presentations provided that they are for personal, non-commercial use and are not for publication or rebroadcast without the express written permission of the author. The ADA asks everyone, including members of the media, to be respectful of the study author’s announcement—please respect the scientist and his/her work.

Audiotaping is allowed for personal, non-commercial use. Images and audio recordings are not for publication or rebroadcast by a news outlet without the express written permission of the lead study author.
Social Media Guidelines

The ADA encourages the use of social media, when following the above photo policy and within embargo restrictions, to update followers on the latest news coming from Scientific Sessions. The ADA asks all attendees, especially members of the media, to be respectful of the study author’s announcement at the start of their presentation—please respect the scientist and his/her work.

The hashtag for the 81st Scientific Sessions is #ADA2021. Reporters can follow @ADA_DiabetesPro for conference updates.

Violations of the Guidelines

Registered media may not use their Scientific Sessions access to sell products or services to attendees or exhibitors. Media found in violation will lose media credentials for this and subsequent meetings.

False certification of individuals as media, assisting unauthorized persons to gain access to any ADA meeting or materials, or any inappropriate or unauthorized conduct will be just cause for revoking media credentials of any individuals involved, and barring all parties involved from the meeting without obligation for refund of any fees.

Physicians covering the meeting for a media outlet may register as a regular attendee (eligible to earn CE/CME credits) or as the representative of an approved media organization (not eligible for CE/CME credits), but not as both.

Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future ADA meetings.

Any issues not covered in this document are at the sole discretion of ADA staff.

If you have any questions, please contact the ADA Press Office team at SciSessionsPress@diabetes.org.
Guidelines for Corporate and Agency Public Relations Professionals

COVID-19 Update:
Due to the ongoing global COVID-19 (coronavirus) pandemic, the American Diabetes Association’s (ADA) 81st Scientific Sessions will be an entirely virtual experience. Please find updated Guidelines for Corporate and Agency Public Relations Professionals below.

Registration & General Guidelines

Corporate or industry public relations representatives may register for ADA’s Scientific Sessions as regular participants.

Public Affairs representatives of NIH/NIDDK-designated diabetes research centers presenting abstracts at Scientific Sessions and related non-profit, partner organizations are eligible for complimentary public affairs registration. Registration is limited to one representative per organization.

All registrants and participants including public relations representatives are required to abide by the embargo and confidentiality policies listed above.

A limited number of abstracts will be chosen to participate in the ADA’s Official Press Program, and the authors of the abstract will be notified.

Presentation or discussion of scientific research results at satellite meetings or press conferences prior to the scheduled Scientific Sessions presentation is strictly prohibited. All media events (defined as any event that members of the media are invited to or informed of) must be approved by the ADA. Parties interested in hosting a media event must adhere to the ADA’s media rules and embargo policies.

Materials Distribution

Leading up to the public release of abstracts, either in advance of or throughout the Scientific Sessions, reasonable measures of care should be taken to ensure that your media contacts are aware of and agree to respect/abide by ADA’s Embargo Policy. Any premature release of any abstract or its findings, even if unintentional, would be in violation of the embargo and deem the abstract ineligible for presentation at the Scientific Sessions.

The ADA does not endorse any corporate or institutional press materials and will display these materials strictly as non-ADA literature.

Media Pitching

ADA’s media lists, past and present, are proprietary and are not shared, sold or rented in any form.

Companies and agencies may pitch their abstracts to the media in advance of the meeting as long as:
- they pitch the abstracts one-on-one with the media;
- no materials (data or information on the science) are published on a wire service (e.g., PR Newswire, MarketWire, etc.) ahead of the embargo; and
- the embargo is respected, and the stories are not published until after the embargo lifts.

Responsibility for information shared in this manner rests solely with the disclosing authors, presenters, public relations team, agency and/or company sponsors. Any abstracts in violation of the Embargo Policy will be withdrawn from presentation at the Scientific Sessions.
**Rules of Conduct**

All Scientific Sessions registration codes are non-transferable. False certification of individuals as paid Scientific Sessions registrants and any other method of assisting unauthorized persons to gain access to any Scientific Sessions event, or any inappropriate or unauthorized conduct, will be just cause for barring all parties involved from the meeting without obligation on the part of ADA for refund of any fees.

If you have additional questions, please contact the ADA Press Office team at SciSessionsPress@diabetes.org. Please note: all inquiries must be submitted via email/in writing.