



GENERAL MEDIA INQUIRIES  
& REGISTRATION INQUIRIES

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## SNO MEDIA POLICY

Thank you for your interest in covering the meetings of the Society for Neuro-Oncology (SNO). These policies and guidelines have been prepared for news media covering the following upcoming meeting:

**27<sup>th</sup> Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology**  
**November 16 – 20, 2022, in Tampa at the Tampa Convention Center**  
[eventscribe.net/2022/SNO/](https://eventscribe.net/2022/SNO/)

If you have any questions regarding policies, press operations or available resources, please contact the SNO Communications Committee. We look forward to working with you.

### Registration Information

SNO provides complimentary registration to professional journalists representing media organizations for the express purpose of gathering news and information to produce media coverage of the meeting.

This meeting is open to representatives of print, broadcast and web-based media, and health care trade media (collectively known as press), as well as public information officers from academic institutions and government agencies.

### Registration Requirements

To register as press, journalists should complete the media application found at the end of this document, or they may contact Caroline Noor, the SNO Registrar. Journalists will be asked to provide media identification, or a business card issued by a recognized news organization or publication, and two by-lined articles.

Freelance journalists must provide a letter of assignment on letterhead from a recognized news organization or publication, and a business card.

Journalists working for medical publishing companies must have appropriate press credentials (i.e., proof of an editorial assignment) to register, and the publication must meet the following criteria:

- must have a regular editorial news section;
- must have multiple sponsors (no single-sponsor publications); and,
- must have complete editorial freedom from their sponsors.

Journalists reporting for online media outlets (including blogs) who wish to register as press must work for news-making organizations or private blogs that meet the following criteria:

- the website must provide original, editorial news coverage;

- editorial content must be independent of advertising and sponsorship;
- advertising on the website must be clearly identifiable as such;
- any sponsors of the website should be clearly identified as such and should be multiple in number (i.e., no single-sponsored websites); and,
- online press credentials are subject to review by the SNO Communications Committee.

Public information officers of academic institutions and government agencies are welcome to register as press. A completed press registration form and a business card must be presented to obtain a badge.

Exhibitors will not be allowed to register as press unless they can provide proof of an editorial assignment.

### **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
- Sales of products or services
- Marketing, advertising, public relations
- Publishers
- Communications, print, and online promotion services
- CEOs, presidents, and other business leadership
- Personal websites
- Social networking platforms

### **Press Badges**

Journalists who are pre-registered should proceed to the registration desk to pick up their credentials and meeting materials.

Registered journalists must wear identification badges when attending the meeting and/or when covering SNO-sponsored events.

All the scientific sessions of SNO meetings are open to registered press, as are receptions noted in the official program. Gala dinner tickets and lunch tickets are not included with press registration; however, they may be purchased separately.

### **Recording**

Photography, Video, and Audio On-site recording of the SNO Annual Meeting via audio, video, and/or photographic equipment is strictly prohibited. SNO allows filming in the public areas in front of the convention center and main hall, provided it is not disruptive to attendees or the meeting as determined by SNO. You may also film within your designated exhibit booth and in your hospitality suite (if applicable) after first submitting the necessary forms included in the Exhibitor and Support Prospectus. Consent forms must be obtained by, and are the responsibility of, the press for all recordings, and SNO assumes no liability for privacy or consent issues that may arise as a result of the recording.

## **SNO Logo**

The SNO logo is the property of SNO and is protected by trademark. It must not be used, reproduced or associated with any event, article, website or press release without the prior written approval of SNO.

## **Restrictions**

In some cases, a scientist presenting data that are pending publication by a scientific journal may be unable to provide additional information to the news media because of pre-publication constraints imposed by the journal. In these instances, a member of the SNO Communications Committee may assist in identifying and setting up interviews with independent experts who are able to provide comment on the subject.

SNO reserves the right to bar from this and future meetings any journalist who deliberately promotes the viewpoint of one company or institution, or who attempts to solicit manuscripts, advertising or subscriptions from registrants or exhibitors.

## **Rules for Other Attendees**

Representatives of marketing, advertising, public relations and medical education companies or companies producing print or electronic materials for these purposes are not permitted to register press. Advertising sales representatives, marketing professionals, publishers and others must register through the SNO website and pay the required registration fee, regardless of affiliation with a journalistic organization.

## **EMBARGOES**

### **Regular Abstracts**

The embargo for abstracts published in the 2022 abstract supplement to SNO official journal *Neuro-Oncology* will lift at 7:00 AM (EST) on **Thursday, November 11, 2022**. These abstracts will be made available at: <https://academic.oup.com/neuro-oncology>

### **Late-Breaking Abstracts**

The embargo for Late-Breaking abstracts will lift at 7:00 AM (EST) on the first day of the scientific meeting, **Friday, November 18, 2022**. These abstracts will be made available at: <https://academic.oup.com/neuro-oncology>.

### **Data Presented at the Annual Meeting and not contained in Abstracts**

The embargo for data falling under this category will lift at 7:00 AM (EST) on the day the data are presented.

Failure to abide by the embargo may result in suspension of credentials, which could affect attendance at the current and future conferences, and ability to receive advance press materials in the future.

SNO permits companies and individuals presenting data at a SNO meeting to conduct unofficial press events during the meeting provided they meet all the following criteria.

All unofficial media events must be registered through the SNO Communications Committee. Prior to scheduling a press event, organizers must present to SNO a statement of purpose, a proposed agenda,

and an anticipated attendee list.

- Media events may not be held at the meeting location.
- Media events may not be held during official SNO meeting hours.
- Media events promoting data to be presented at a SNO meeting must occur after the embargo.
- Organizers of unofficial press briefings must make clear in their press materials that the media activity is not an official press briefing of SNO.
- Press releases about data released during SNO meetings should state within the first or second paragraph that the data were presented during that specific meeting, using the official name of the meeting. The official name of the upcoming SNO meeting is as follows:
  - 27<sup>th</sup> Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology. All existing policies regarding press materials and embargoes apply.
- SNO does not make available press registration lists.
- SNO reserves the right to bar, from this and future meetings, any registered media who attempt to obtain advertising or subscription from any exhibitor or registrant, who deliberately promotes the marketing objectives of a single company or institution, or who misuse media privileges to engage in activities other than journalistic pursuits.
- If an exhibiting company violates any of the above policies, the SNO reserves the right to prevent the exhibiting company from participating as an exhibitor in future years.

### **SNO News Release Embargo Policy**

The Society for Neuro-Oncology supports quality scientific journalism and recognizes that comprehensive stories take time and careful preparation.

Toward that end, the SNO Communications Committee may release material early under embargo to credentialed journalists. This process requires trust and responsibility on the part of both parties.

Violation of embargoes puts that trust in jeopardy, and the Society for Neuro-Oncology takes embargo breaks seriously. However, we recognize that journalists and other media professionals occasionally make honest mistakes, and we do not want these to permanently damage the relationship between the association and the media.

Therefore, each embargo break by a journalist or outlet will be investigated by the SNO Communications Committee. If the break is determined to be accidental, we will expect the outlet to take internal steps to make sure their processes are corrected. After assurances are made, both verbally and in writing, that these steps have been taken, SNO will maintain the press credentials of the offending organization.

However, repeat offenders will face sanctions including removal from SNO mailing lists, dismissal from SNO meetings, and the possible removal of the ability to cover future SNO events.

For information prior to and after a SNO meeting, please contact:

Caroline Noor, MPA  
[caroline@soc-neuro-onc.org](mailto:caroline@soc-neuro-onc.org)

(Media Application Follows)



## **MEDIA INFORMATION AND APPLICATION**

**27<sup>th</sup> Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology  
November 16 – 20, 2022**

**Tampa Bay, FL, Tampa Convention Center**

The Society for Neuro-Oncology is pleased to offer complimentary registration to professional journalists representing media organizations for the express purpose of gathering news and information to produce media coverage of the meeting.

The SNO annual meeting is open to representatives of print, broadcast and web-based media and health care trade media (collectively known as press), as well as public information officers from academic institutions and government agencies.

Please complete the following application and return no later than **November 7, 2022**. A separate application is required for all prospective media representatives. Your application will be reviewed by our Communications Committee, and you will receive confirmation of approval via e-mail. Once approved, personnel substitutions will only be permitted with the consent of the SNO Communications Committee (additional documentation may be required).

For registration and all other meeting information, contact:  
Caroline Noor, [caroline@soc-neuro-onc.org](mailto:caroline@soc-neuro-onc.org), (830) 321-0615

**Application for Press Credentials**  
**27<sup>th</sup> Annual Scientific Meeting and Education Day**  
**of the Society for Neuro-Oncology**  
**November 16-20, 2022**

Name: \_\_\_\_\_

Organization/publication: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Country: \_\_\_\_\_ Zip code: \_\_\_\_\_

**Assignment details:** Attend conference to identify possible news (I can confirm a weekly publication of news in the journal), upcoming trials and topics of interest. \_\_\_\_\_

Please select an appropriate designation and include the requested documentation with your application:

\_\_\_\_\_ **Staff Journalist:**

- media identification or a business card issued by a recognized news organization or publication
- two bylined articles

\_\_\_\_\_ **Freelance Journalist:**

- a letter of assignment on letterhead from a recognized news organization or publication
- business card

\_\_\_\_\_ **Journalist working for medical publishing company:**

- appropriate press credentials (i.e., proof of an editorial assignment)
- The publication must meet the following criteria:
  - must have a regular editorial news section;
  - must have multiple sponsors (no single-sponsor publications)
  - must have complete editorial freedom from their sponsors

\_\_\_\_\_ **Journalist reporting for online media outlet (including blogs):**

- The news-making organization or private blog must meet the following criteria:
  - the website must provide original, editorial news coverage
  - editorial content must be independent of advertising and sponsorship
  - advertising on the website must be clearly identifiable as such
  - any sponsors of the website should be clearly identified as such and should be multiple in number (i.e., no single-sponsored websites)
  - online press credentials are subject to review by the SNO Communications Committee.

\_\_\_\_\_ **Public information officer of an academic institution or government agency:**

- Business card

*With my signature below, I acknowledge that I have read and will abide by the published SNO media policy guidelines and embargo restrictions.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Return completed application and required documentation by November 7, 2022 to Caroline Noor (fax (830) 321-0615; email: [caroline@soc-neuro-onc.org](mailto:caroline@soc-neuro-onc.org))*