



Press/Media Registration and Press Policies

The American Thyroid Association® (ATA) hosts online educational webinars and events. Media registration and press policies provide editors, reporters, and health and medical writers with information about how the ATA will support your coverage of the scientific news from these events.

ATA will grant access to members of the press who meet the following criteria:

Credentials

1. Representatives from the following media will be registered:
 1. General circulation newspapers or magazines
 2. Medical or health care publications
 3. Broadcast media or online news services
2. Press representatives must represent the editorial staff. Applicants must provide credentials that list their editorial title or a bylined article. Advertising, marketing, or public relations representatives from publications or industry do not qualify to register as press.
3. Freelancers should submit an assignment letter from one of the media listed above. Freelancers who wish to attend the meeting without a specific editorial assignment must present credentials indicating membership in a recognized professional communications association or submit published samples of their work along with appropriate identification.

Please note that press/media must register for each meeting/event separately and prior registration does not guarantee eligibility for press credentials a subsequent event.

General Conditions

1. ATA reserves the right to limit the number of press credentials granted to any one publication, publication group, or electronic media outlet.
2. Members of the press and/or freelancers who have been found to misrepresent themselves (incorrect name, editorial title, or media outlet) will forfeit rights to press credentials to cover this event and any other ATA meeting.
3. Members of the media should change their Zoom Screen Name to indicate the name of the publication(s) they are representing.
4. Before posing questions to presenters in any session, media members **must**:
 - First identify themselves as journalists
 - Provide their media affiliation

Members of the media/press must agree to follow the [American Thyroid Association Virtual Programs Code of Conduct & Social Media Policy](#). *All photography, video and audio taping is prohibited.*

Prohibited in Scientific Sessions:

- *Taking photos during sessions.*
- *Taking photos of slide or PowerPoint presentations.*
- *Videotaping or audio recording session presentation slides or discussions.*

Interviews: Registered media may request interviews with speakers and requests can be made through the [ATA staff](#). Pre-meeting interviews are available for reporters interested in speaking with researchers whose work is featured in the ATA program. Please note that all pre-meeting interviews follow the same embargo policies.

Violation of ATA Policies by Reporters/Journalists: The ATA reserves the right to bar, from this and future annual meetings, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who deliberately promote the marketing objectives of a single company or institution, or who misuse media privileges to engage in activities other than journalistic pursuits.