



MEDIA ACCREDITATION POLICY AND MEDIA ROOM GUIDELINES

- **Observing release times.** Reporters, producers and editors agree to the embargoes and release times stated on the news releases, news conference schedule and other materials issued by Communications.

Failure to abide by the Heart and Stroke Foundation's embargoes will result in suspension of credentials, which will affect access to the media room, attendance at future meetings and ability to receive advance materials.

- **Advance registration. Space will be limited in the media room. To avoid delays in registration, media should submit for accreditation at www.cardiocongress.org**
- **Who can register.** Any reporter, writer, producer and editor with credentials from a newspaper, magazine, online news service, radio or TV network or station, wire service and syndicate. **Individuals affiliated with newsletters or other publications or broadcast programs that may not be known to the Heart and Stroke Foundation staff are encouraged to contact the HSFC Communications Director immediately if they want to obtain media credentials.**
- **Freelancers.** Freelance representatives should provide an assignment letter from an appropriate media outlet.
- **Who cannot register.** Publishers of books and magazines and representatives of sales, advertising or marketing departments of publications and broadcast outlets cannot register as media. Industry representatives, in-house and industry newsletters, magazines and members of public relations firms and advertising agencies or representatives of corporate or university and hospital public relations/advertising/marketing departments may not register as media or use the Congress media room.
- **The Congress media room may not be used to promote** products, organizations, services, or individuals, or other events occurring during or in association with the Congress.
- **Media room facilities.** Telephones, Internet access, electrical outlets and printed materials will be available to all who have been accredited. However, **long-distance calls must be charged to the caller's credit card.**
- Company representatives may provide literature, statements or news releases to the media room staff. Decisions about whether to display/provide these materials in the media room are at the discretion of the HSFC Director of Communications.

Last Updated: February 25, 2010 • Version: 1.1