

COMMUNICATION AND MEDIA ACCESS GUIDELINES: SUMMER and WINTER MEETINGS

May 2023

This information outlines the arrangements that apply to BTS events in 2023.

1 Media coverage at BTS Summer and Winter Meetings

- The function of the Summer and Winter Meetings is primarily to allow respiratory health professionals, scientists, wider NHS staff and stakeholders to hear about, and discuss, the latest issues in respiratory health and medicine.
- The Society is keen to promote key topics presented at the Meetings and will arrange its own schedule of communications activities. The Society's Communications Office can be reached on 074 9737 4098 or by email rosie.ocarroll@brit-thoracic.org.uk and can assist enquirers in connecting with BTS spokespeople and provide further information and resources. It will also contact stakeholder organisations in good time if the Society is seeking a comment from an organisation for a media release.
- Both parties are not obliged to provide comments/supporting statements etc on the other's media releases. BTS will usually only provide comment if the topic aligns with its strategic objectives and if in doing so, the Society can further its strategy and work plans.

2 Media access to Summer and Winter Meetings

- The BTS Communications Office can be contacted prior to the meetings via 074 9737 4098 or by email at rosie.ocarroll@brit-thoracic.org.uk
- The Society reserves the right to arrange its own media briefings during the Summer and Winter Meetings. Relevant media will be invited to attend by email and a separate briefing organised before or during the event with key spokespeople.
- Journalists working for print, electronic and broadcast media outlets who would like to attend the BTS Summer and Winter Meetings must apply for media accreditation at least **72hrs prior to the Meeting** by emailing the Communications Office.
- In order to be accredited, journalists must provide evidence of their position, media outlet and examples of their work. This may include: a valid recognised press pass, other ID, and examples of three recent published articles or pieces of content they have produced.

Journalists must apply by email to the Chief Executive or the Communications Office (rosie.ocarroll@brit-thoracic.org.uk).

- Applications made by pharmaceutical industry PR/ marketing companies/medical writers will normally not be granted. If a pharmaceutical company wishes a medical writer to attend they must seek approval in advance, via the Communications Office explaining exactly what is planned.
- Freelancers (including freelance journalists) who do not have a press pass should provide details supporting their application, and their objective in attending the Meeting; if they have any links to learned journals or specialist societies etc- in other words, the proposed outlets for their pieces.
- Attendance at the BTS Meetings can be arranged by contacting the Communications Office to obtain approval to attend and the required access details. Accredited, journalists/media representatives must specify which day(s) of the Meetings they wish to attend and will be granted access only on the day(s) requested. Journalists will not be charged for attendance.)

3 Video, photography and social media policy at the Summer and Winter Meetings

- Commercial photography and/or recording at the Summer and Winter Meetings requires previous agreement with BTS, the subjects of said photography and recording, and the venue in which the event takes place. Commercial recording and screenshots of online sessions are subject to previous agreement with BTS, the subjects of said recording. Photography and recording for non-commercial use is allowed unless otherwise stated. Whether non-commercial photography and recording of symposia and presentations is allowed, will be indicated at the start of each such session. Photography and recording include content on digital recorders, cameras, mobile phones, tablets and other devices.
- Often presenters, and/ or the organisations they represent will own, or part own, the content they are presenting (such as data, slides etc.). Authors retain copyright of the abstracts presented at the Summer and Winter Meeting but are required to grant *Thorax* an exclusive licence to publish these in the Winter Meeting programme supplement to the journal (which is also published online in the two/three weeks before the Winter Meeting). You can read the Journal's copyright policies on the [BMJ website](#).
- Accredited media representatives who wish to film, take photos and/ or record during sessions/presentations or in the event's venue generally, in person or online events, **must apply for permission to do so 72hrs in advance**. Requests should be sent to sally.welham@brit-thoracic.org.uk or rosie.ocarroll@brit-thoracic.org.uk. The BTS Chief Executive and Communications team will approve these requests on a case-by-case basis. If permission is granted, the BTS communications team reserve the right to intervene if filming or recording becomes disruptive.
- For delegates, use of social media is actively encouraged to share and debate issues and topics, whilst respecting appropriate aspects of this policy and the wishes of individual presenters. We encourage social media commentary under the hashtags used by the

Society, that can be found in the meetings programmes each year. It can also be directed, if appropriate to @BTSrespiratory

- We encourage responsible use of social media. In the unlikely event that any posts related to the Society, its activities and members, falls outside of ‘acceptable practice’ (this may include personal abuse or sharing confidential material), the Society and/ or other relevant parties, may take action.

4 Policy on media information issued by organisations other than BTS at the BTS Summer and Winter Meetings.

- As a matter of courtesy, pharmaceutical companies, public sector and professional or charitable organisations are asked to send all media/ press materials which relate to symposia or research presented at the Summer and Winter Meetings to the Chief Executive/Communications Office of BTS (sally.welham@brit-thoracic.org.uk/rosie.ocarroll@brit-thoracic.org.uk no later than one week prior to distribution.
- The enquirer may ask for BTS feedback on the media releases. In this case, the Society can advise on the content being released and provide further information and spokespeople if appropriate. This advice will generally be provided by the Society’s Chief Executive/Communications Office. If the information is being sent only for information, please make this clear in the initial contact.

5 Review

- The Society will review this policy again in 2024 to make sure it reflects and balances the needs of its members, the wider community interested in respiratory medicine and the media.

May 2023

Document title: Media Access Policy – online events	
Version number: 1.1	Author (name, job title): Sally Welham, Chief Executive Louise Preston, Head of Strategy, Education and Improvement Rosie O’Carroll, Head of Strategic Communications
Date approved: 18 May 2023	Document status: Final
Effective date: 18 May 2023	Approved by: Sally Welham
Superseded version: 18 June 2022	Date of next review: May 2024
Staff members permitted to edit this document: Sally Welham, Louise Preston, Rosie O’Carroll	