



ISHRS Press Policy and Guidelines

Mission of ISHRS: To achieve excellence in patient outcomes by promoting member education, international collegiality, research, ethics, and public awareness.

Purpose of Press Policy: Public education regarding hair restoration surgery is important to ISHRS, and we invite credentialed members of the media to the General Scientific Sessions at our annual meeting. The purpose of this policy is to outline who may be eligible for an ISHRS press pass and the process by which to obtain one.

Policy and Guidelines:

1. All media representatives interested in obtaining a press pass/badge for the annual meeting must apply by submitting the following documentation. If documents are in a language other than English, then an English translation must also accompany the materials:
 - a. **For journalists of traditional media** (e.g., television, radio, newspaper, magazines, books, and most print publications):
 - Media identification, such as an international accredited press pass, issued by a recognized news organization
 - Business card clearly stating affiliation with a news organization and position, e.g., editor, publisher, writer, reporter
 - Letter on official letterhead from the editor of a publication/website or producer of a broadcast program certifying the affiliation, verifying assignment to the meeting, and including the editor's contact information
 - b. **For freelance journalists:**
 - An official letter of assignment from an accredited news organization
 - Two samples of hair-related or health-care articles
 - If the reporter has been to a past ISHRS meeting, one sample of the article/reporting from that meeting
 - c. **For reporters from online media (Internet journalists and bloggers), medical publishing companies, health care societies and associations, and university publications:**
 - Media credentials as noted above (i.e., media identification, business card, and letter) as well as meet the following criteria: original editorial news coverage, editorial freedom from advertisers and/or sponsors, and if there are advertisers, then there must be multiple advertisers that are clearly identified.
 - The URL for the website for which they are writing
 - Two samples of hair-related or health-care articles; or for bloggers, examples of posts that demonstrate recent coverage of medical topics of interest to physicians and/or general patient audiences
 - If the reporter has been to a past ISHRS meeting, one sample of the article/reporting from that meeting

For all media representatives and news organizations, the editorial news coverage must be independent and unbiased from advertising and sponsors.

The ISHRS determines which media are "recognized news organizations."

Documents should be submitted to the ISHRS Executive Director via e-mail, fax, or mail, to the ISHRS headquarters: info@ishrs.org, fax 630-262-1520; ISHRS, 303 West State Street, Geneva, IL, 60134, USA..

After receipt of materials, the ISHRS will review and determine if the press pass will be issued.

The following individuals do not qualify as press for an ISHRS meeting:

- Individuals involved with the public relations, marketing, sales, circulation, advertising or any other non-editorial function
- ISHRS members
- Individuals employed by or contracted by an ISHRS member (e.g., PR persons, webmasters, hired bloggers)
- Individuals who run websites or blogs of which ISHRS members purchase services from or are members of

ISHRS staff has the right to inspect the credentials of any person with a press pass/badge at any time, and reserves the right to revoke the pass/badge.

2. Approved press badges are complimentary and allow access into the Scientific Sessions of the meeting, workshops, and exhibit rooms for the purpose of providing story/news coverage for your affiliated publication. You are welcome to attend the Welcome Reception. This pass does not include a ticket to the Gala Dinner/Dance. You may purchase a ticket for this event at the registration desk, if you choose.

Please note that this pass is not meant to gain you free entry as a participant/learner. Participants must pay extra to attend workshops and courses, and seating is limited. Therefore, if you choose to attend a workshop or course as an observer, please make sure you do not take a seat of a paid participant. If a workshop is full, you may occupy standing room only.

Press badges are not permitted into the Business Meetings, unless specifically invited by the President of the Society.

3. Video recording and/or photography are prohibited in all educational sessions. Under no circumstance are video cameras to be utilized in the educational sessions. Audio recording for personal use only is permitted (i.e., for gathering information and NOT for rebroadcast or reproduction). Photography of scientific material is prohibited.
4. Patient confidentiality must be respected. The ISHRS may restrict the attendance at any session for patient confidentiality or any other reason.
5. No member of the media shall ask questions or make comments from the floor during the educational sessions.
6. All interviews must be arranged through the ISHRS staff.
7. The purpose of a press pass is for true press-related activity. Any selling of business, services, etc., is prohibited during the duration of the meeting (for purposes of this policy, the relevant time frame begins two days prior to the official opening of the ISHRS Annual Meeting and ends two days after the official close of the ISHRS Annual Meeting), and if observed, will result in the revocation of the pass.
8. If the ISHRS staff have reason to suspect that press guidelines are being violated, the ISHRS reserves the right to inspect all bags, parcels, etc. for recording devices, confiscate any such articles, and/or eject any member of the media for violation of the printed policy and guidelines.
9. Unless specifically stated otherwise, the opinions and information presented in any session, interview, or conversation are strictly those of the individual and do not represent the opinions of the International Society of Hair Restoration Surgery (ISHRS), its officers, directors/governors, or staff.