News Media and Public Relations Policy

The European Respiratory Society (ERS) and the European Sleep Research Society (ESRS) welcome the interest of the press in sleep related respiratory issues and are happy to provide assistance to journalists attending the Sleep and Breathing Conference or using the Sleep and Breathing Conference website as a resource in their coverage of sleep related respiratory issues.

The ERS Press Officer is Lauren Anderson: lauren.anderson@europeanlung.org
The ESRS Press Officer is Brigitte Knobl: esrs.bk@online.de

Registration

The Sleep and Breathing Conference is open to bona fide representatives of print and electronic media. In order to be accredited for the Sleep and Breathing Conference, you must work for a newspaper, news service, magazine, radio or television stations, or an online news publication and provide evidence of this.

Registration is free of charge to journalists who are in possession of a valid, recognised press card and who are actively reporting on the Sleep and Breathing Conference. Freelance journalists must present a commissioning letter on headed paper from a recognised news organisation or publication, outlining their reason for attendance. Business cards are NOT acceptable.

Journalists must complete the online press registration form and should send a copy of the press card and/or the commissioning letter as part of their application.

You may be asked to provide further evidence of your credentials once your initial registration application is made. Registration for the Sleep and Breathing Conference will only be given once your accreditation has been approved by the ERS and the ESRS Press Officer. Note that their decision regarding all media registration requests is final.

The original of the press card or of the commissioning letter will also have to be presented at the conference registration desk together with a valid passport or ID-card.

Journalists must register in person. Applications for media registration made via pharmaceutical, marketing or public relations companies will not be considered.

Media registration in advance is strongly recommended. This enables us to deal with any queries or problems in advance.

Once your credentials have been reviewed, you will receive confirmation that you are registered. Accredited journalists can collect their press badge on-site which will permit admission to the press centre. If registering on the day of the event, proof of media accreditation will still be required.

Media credentials

If additional proof of media credentials is requested, you will need to provide evidence.
If you are a print journalist - Newspaper/magazine/or scientific journal, you will need to provide:

- Copies of three articles that have been published by a recognised media outlet that you have written, with your by-line on the article. We require scanned or hard copies of the original published article. If these articles are published online, you may send the complete URL rather than scanned or hard copies of the article; AND
- A letter from your editor stating that he or she supports your application and that you have been assigned to cover the Sleep and Breathing Conference; AND/OR
- A copy of your media card.

If you are a broadcast journalist and filmmaker, you will need to provide:

- Audio or video files of a broadcast programme you have worked on, which includes a section where you appear on camera or your name is mentioned in an audio clip. You may send the complete URL rather than upload the film. AND
- A letter from your editor stating that he or she supports your application and that you have been assigned to cover the Sleep and Breathing Conference; AND/OR
- A copy of your media card. If you do not have a media card, your editor must state this clearly in the above letter.

If you are an online journalist (official news website), you will need to provide:

- The complete URL’s of three articles you have written that have been published by a recognised media outlet, with your by-line on the article; AND
- A letter from your editor stating that he or she supports your application and that you have been assigned to cover the Sleep and Breathing Conference; AND/OR
- A copy of your media card. If you do not have a media card, your editor must state this clearly in the above letter.

If you are a blogger, you will need to provide:

- The complete URLs of three blog posts you have written in the last year; AND
- A letter from your organisation stating that they support your application and that you have been assigned to cover the Sleep and Breathing Conference for their blog; AND/OR
- A copy of your media card. If you do not have a media card, your editor must state this clearly in the above letter.
- This category will be marked on the quality and relevance of links provided. Being published on a blog does not automatically grant media accreditation.

Representatives of public relations companies, advertising agencies, marketing companies, pharmaceutical companies and their publications are not allowed to register as journalists or to work in the press room. PR representatives from other organisations, whether commercial or non-commercial, are not allowed to register to work in the press working area.

Information regarding media registrations belongs to ERS and ESRS. Past and current media lists are not available to be given, rented or sold.
Embargoes

Please respect embargo times and dates on news stories.

The Sleep and Breathing Conference abstracts will go up on line on the Sleep and Breathing Conference website on at 15 April 2015 (19.00 CET), and can be reported from that time onwards.

Any abstracts that form part of the official media programme will not be published until at least 00.01 hrs CEST on the day of their presentation at the Sleep and Breathing Conference and will be embargoed until that date. If abstracts form part of the official media programme, the embargo must match that on the official press release. Please check with the ERS and ESRS Press Officer for information about exact times of embargoes on these abstracts.

All embargo dates and times are given on the official press releases. When asking for third party comment on releases before the embargo has lifted, journalists are requested to ensure that those interviewed understand and accept the embargo conditions.

Filming and recording

Filming and recording of Sleep and Breathing Conference sessions is only with the prior consent of the organisers. Please contact the ERS and ESRS Press Officer with any request to film or record sessions.

Filming and recording will be permitted in the official ERS and ESRS press conferences and at the designated filming area in the Sleep and Breathing Conference Centre, if this has been booked in advance.

Filming in any other part of the Sleep and Breathing Conference Centre is strictly prohibited without prior consent from the Press Officer and anyone found filming without consent will be evicted.

Third party press releases

Third party press releases related to scientific presentations at the conference must be labelled clearly with the abstract number, time and date of presentation to the Sleep and Breathing Conference, and submitted to, and agreed by the ERS and ESRS Press Officer before they are issued to the media. If a release is about an abstract that forms part of the media programme, the embargo must match that on the official press release. Please check with the ERS and ESRS Press Officer for information about exact times of embargoes on these abstracts. They must be submitted to, and agreed by the ERS and ESRS Press Officer before they can be issued to the media.

Third party media materials (including press releases, media invitations, flyers and posters) must not contain the ERS and ESRS logo and must not be presented in any way that could be construed as suggesting endorsement by the ERS and ESRS or the ERS-ESRS International Sleep and Breathing Conference.

ERS and ESRS do not make media lists available to third party organisations.

If you have any questions, contact the ERS Press Officer, Lauren Anderson (lauren.anderson@europeanlung.org) and / or the ESRS Press Officer, Brigitte Knobl (esrs.bk@online.de)