

WOC2020 Virtual® Media Policy

The WOC2020 Virtual® Media Policy provides the official guidelines for the participation of media outlets and press representatives to the World Ophthalmology Congress 2020 Virtual®. Please note that the below policy is applicable for the live congress days (26-29 June 2020) and up to the 3 months afterwards (until 30 September 2020).

Contents:

- A. General regulations
- B. Accreditation, registration and access
- C. Video, photography and audio recording

A. General regulations

1. Any media outlet or press representative (journalists, reporters, photographers, etc.) wishing to attend WOC2020 Virtual® and/or to obtain official press releases from the International Council of Ophthalmology (ICO) must adhere to the WOC2020 Virtual® Media Policy.
2. Those who violate the WOC2020 Virtual® Media Policy may be penalized. The penalty is immediate expulsion from the WOC2020 Virtual® and being blacklisted from the World Ophthalmology Congress for one edition or more.
3. The WOC2020 Virtual® logo and affiliated logos (congress logo/ICO logo etc.) are property of ICO. They may not be used, produced or associated with any article or press release without prior written permission of ICO.
4. Registration applications without supporting documents will not be reviewed or approved.
5. Information regarding media registrants is proprietary of ICO. ICO does not give, rent or sell current, past or on-site (media) registration lists.
6. Reporting in any form (e.g. video, photos, texts etc.) about WOC2020 Virtual® by third parties do not imply endorsement by ICO.

B. Accreditation, registration and access

1. Press accreditation and registration is required to attend WOC2020 Virtual® and or to obtain official press releases for the event. Press registration is free and includes:
 - complimentary congress registration to WOC2020 Virtual®
2. Media outlets and press representatives can register online. If you wish to register for the press program, please send an email with:

- a copy of your press credentials,
- a letter of assignment from the media organization being represented,
- two bylined medical/health/science articles published within the last 6 months.

to WOC@icowoc.org.

Your credentials will be checked and once approved, you will receive a link to the online press registration form.

3. Company or media outlet business cards or membership cards are not accepted as credentials.
4. ICO considers an accredited news organization to be one that features original, editorial news coverage, that has editorial freedom from advertisers and/or sponsors, and in which advertisers and/or sponsors are clearly identified as such.

To be eligible, applicants must write exclusively for the news organization that has provided the letter of assignment. Media who do not write for their credentialed outlet and instead misuse their access on behalf of other publications not disclosed in the media registration request may have their media credentials revoked and access to future World Ophthalmology Congresses denied.

The following registration requests will be reviewed on a case-by-case basis:

5. Non-Writing Editors: Editorial staff participating in the virtual congress for the sole purpose of providing editorial direction must submit item 1 listed above as well as a copy of the publication (electronic or hard copy) and coverage from the last congress edition, if applicable. Please also provide a copy of your press pass. If you do not have media identification, then you must provide a colophon of the publication with your name and title.
6. Nonprofit or Patient Advocacy Newsletters: Newsletters that are regularly published and primarily cover ophthalmology related news are eligible to have one journalist credentialed (single-sponsored, investment, corporate, and institutional newsletters do not qualify).
7. Press, editorial staff, documentary film crews and video production companies must submit a written request to WOC@icowoc.org prior to the biennial congress in order to request the use of visuals/screenshots/films of WOC2020 Virtual®. The written request must include information about the company, the purpose of attending the congress, synopsis of film/video/documentary project, and information on the editorial/financial supporters of the project.
8. Online Publications and Bloggers: Journalists reporting for online-only media outlets must work for a news organization or blog that meets the following criteria:
 - a. Must represent an independent website that posts original, editorial news coverage on a regular basis and not just around medical meetings

- b. Must submit evidence of current ophthalmology-related content on website that has been published regularly over the past year
 - c. Must have been in continuous operation for at least six months
 - d. Registrants may be asked to submit traffic data (e.g., Google Analytics, etc.)
9. The following representatives are not eligible for media credentials:
- a. Companies or organizations producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or PR purposes;
 - b. Financial analysts;
 - c. Sales, advertising, marketing or public relations personnel.
 - d. Representatives from companies that post videos of scientific sessions for medical education purposes of creating continuing medical education (CME) or other commercial content (e.g. webcasts, online or printed educational modules, etc.);
 - e. Representatives from single-sponsored, investment, corporate, and institutional newsletters;
 - f. Bloggers who write for company-sponsored blogs in which the blogger is paid to publish posts or content that may be created by advertisers.
10. The decision of ICO regarding all press registration requests is final.

C. Video, photography and audio recording

1. Films, photos, recordings taken during WOC2020 Virtual® are subject to protection of intellectual property, image and personality rights. Please read section B.7 for requirements to take and use any visuals from WOC2020 Virtual®.
2. Filming, recording and photographing of WOC2020 Virtual® sessions is prohibited.
3. Slides from scientific sessions are copyrighted and may not be published without prior approval from the author.
4. The decision of ICO is final regarding all video, photography and audio recording requests.