



# British Thoracic Society

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## BRITISH THORACIC SOCIETY (BTS) WINTER AND SUMMER MEETINGS

### MEDIA ACCESS GUIDELINES

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

As a matter of courtesy, drug companies and professional or charitable organisations are asked to send all press materials which relate to symposia or research presented at the Winter/Summer Meetings to the Chief Executive of BTS (Sheila Edwards) **one week prior to distribution**. [sheila.edwards@brit-thoracic.org.uk](mailto:sheila.edwards@brit-thoracic.org.uk) tel 020 7831 8778/ 07920 142523

If appropriate the Society can advise on the story being released – providing further information and spokespeople if needed.

We believe it is in all our interests that press releases - and subsequent press coverage - fairly and accurately reflects what has been said or presented at the Winter and Summer Meetings.

#### 2. Media access at Summer / Winter Meetings of BTS

- ❖ The Meetings currently have a ‘closed’ status for journalists. At present (July 2011) the Society does not have access to a dedicated media relations resource, either internally or via an agency and so must adjust expectations accordingly.
- ❖ We are seeking ways to improve media access to the content of the BTS Meetings. One innovation will be medical press briefings, which we hope to implement as soon as possible, and according to resources available. Where appropriate, and contingent on the nature, sensitivity and news value of the topic, press briefings for medical media will be set up to allow medical and freelance journalists the opportunity to question health professionals ‘face to face’ on key topics.

**These policies have been designed to ensure that press material fairly represents what has been said at the Meetings – and to encourage wider media coverage.**