The British Thoracic Society (BTS) welcomes media interest in lung health, medicine and science and has produced this guidance in order to be able to deal fairly and openly with requests in connection with the two annual conferences.

1. 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 Winter/Summer Meetings to the Chief Executive of BTS (sheila.edwards@brit-thoracic.org.uk) and the communications team via rosie.strachan@brit-thoracic.org.uk one week prior to distribution. Tel. 020 7831 8778
   - If appropriate the Society can advise on the content being released and provide further information and spokespeople if needed. This advice will generally be provided by the Society’s appointed communications agents.

2. Media access at BTS Summer / Winter Meetings

   - The function of both Meetings is primarily to allow respiratory health professionals, scientists, wider NHS staff & 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 thus runs a proactive 24/7 news media office to disseminate the findings of studies and communicate other announcements. The news media office can be contacted by phone and email and can help connect enquirers to BTS spokespeople and provide further information and resources.

   - The BTS news media office can be contacted prior to the meetings via rosie.strachan@brit-thoracic.org.uk tel. 020 7381 8778. Contact details for the onsite BTS news media office at each meeting are released 1-2 weeks prior to the meeting.

   - Media briefings and conferences are also arranged on an ad-hoc basis dependent on the content of each Meeting. Relevant media will be invited to attend by email. Journalists working for print, electronic and broadcast media outlets who would like to attend the BTS Winter Meeting must apply for media accreditation at least 24hrs prior to the Meeting by emailing:rosie.strachan@brit-thoracic.org.uk

   - 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 articles or pieces of content they have produced. Journalists must apply in person. Applications made via pharmaceutical industry PR/ marketing companies will not be considered. Freelancers or journalists who do not have a press pass should provide a letter from their editor supporting the application, and the objective of attending the Meeting.

- The Society will consult on this policy again in 2018 to make sure it reflects and balances the needs of its members, the wider community interested in respiratory medicine and the media.

3. Video, photography and social media policy at the Meetings

- At all times, no presenter or exhibitor can be photographed, filmed or recorded without their consent. This includes content on tape recorders, cameras, mobile phones, tablets and other devices. Presenters can indicate whether photography, filming or recordings are permissible at the start of their talks or sessions - or in the programme.

- 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 their abstracts 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):

  http://journals.bmj.com/site/authors/editorial-policies.xhtml#copyright

- The Summer Meeting does not include abstracts.

- Accredited media representatives who wish to film, take photos and/or record during sessions/presentations must apply for permission to do so in advance. Requests should be sent to rosie.strachan@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, BTS communications team reserve the right to intervene if filming or recording becomes disruptive.

- For press/media conferences specifically, BTS communications team will advise on the use of photography and video.

- For delegates, use of social media is actively encouraged to share and debate issues and topics, whilst respecting appropriate aspects of this policy. We encourage social media commentary using the hashtag #BTSWinter2017. It can also be directed, if appropriate to: @BTSChief @BTSChair

- 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.

Ends