



NCRI Virtual Showcase 2020: Media policy

The National Cancer Research Institute (NCRI) welcomes the interest of the press in cancer research developments and is happy to provide assistance to journalists using the NCRI website and presentations at the NCRI Virtual Showcase 2020 as a resource in their coverage.

If you have any questions please contact the NCRI communications team:
press@ncri.org.uk.

Registration

In order to access the NCRI Virtual Showcase, journalists will need to register as press. The Virtual Showcase is open to bona fide representatives of print, online and broadcast media. Registration is free of charge to journalists who are in possession of a valid, recognised press card. Freelance journalists must present a commissioning letter on headed paper from a recognised news organisation or publication. The NCRI will consider bloggers for press registration on a case-by-case basis.

Representatives of public relations companies, advertising agencies, marketing companies, pharmaceutical companies, financial analysts and their publications are not permitted to register as journalists, but they are welcome to register as regular participants for the Virtual Showcase.

Public information officers and communications professionals from educational institutions, government agencies and non-profit cancer research organisations are welcome to request a press pass (strictly one pass per organisation). Press passes are limited and will only be offered to those capable of reaching large or influential audiences and with a track record of coverage in areas related to cancer research.

To register please contact press@ncri.org.uk supplying a copy of your press card, commissioning letter or other supporting material. Registration is open now and will remain open for the duration of the Virtual Showcase (2-3 November).

Embargoes

Please respect embargo times and dates on NCRI press releases. Embargo dates and times are given on the press releases. When asking for outside comment on releases before the embargo has lifted, journalists are requested to ensure that those consulted understand and accept the embargo conditions.

Virtual Showcase abstracts will be available on the app once it is released to registered participants and they will be accessible from the Virtual Showcase web page at the time that they are presented.

Abstracts can be reported from that time onwards. Any abstracts that are part of the official media programme will be embargoed to 00.01 hrs GMT on the day of the live presentation and will not appear on the app until after the presentation.

Official media materials will be made available to registered journalists only.

Use of images and slides from posters and presentations

Presenters' slides will be accessible, but not downloadable, via the Virtual Showcase app. Journalists who wish to share images from the presenters' slides on social media or to illustrate their stories should contact press@ncri.org.uk to request copies. Not all slides will be available as this will depend on individual presenters' preferences.

Journalists may include information and permitted images from NCRI Virtual Showcase presentations in their reports and share them on social media with the following exceptions:

- Oral presenters may label any or all of their slides in their presentations with "DO NOT POST".
- Poster presenters may label their posters with "DO NOT POST".

In these circumstances, journalists are asked to respect the presenters' requests.

Third party media policy

This policy applies to all activities organised for the news media during or in connection with the NCRI Virtual Showcase by third parties, e.g. industry, industry PR companies and NCRI Partner organisations. It aims to ensure that information distributed to journalists concerning the meeting and research presented at it is accurate and is issued at the correct times, complying with any embargoes that may be in place.

All third parties are requested to adhere to this policy.

Companies or other organisations wishing to organise a news conference or any other event for the media during the Virtual Showcase should send a request in writing to press@ncri.org.uk. Any media event must pertain to presentations being made to the Virtual Showcase. Reference to the Virtual Showcase can only be made in connection with scientific presentations planned in the official programme of the meeting. This policy applies to any media event. The programme and invitations for any third party media event should be submitted to and agreed by the NCRI before any announcements are sent out.

Third party press releases related to scientific presentations at the Virtual Showcase must be labelled clearly with the abstract title, presenter, time and date of presentation to the Virtual Showcase, and submitted to, and agreed by the NCRI before they are issued to the media. Third party press releases relating to any abstracts that form part of the official media programme must be embargoed to match the embargo on the NCRI's official press releases. Please check with the NCRI for information about the exact times of embargoes on these abstracts.

Third party media materials must not contain the NCRI logo and must not be presented in any way that could be construed as suggesting endorsement by the NCRI.

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