



# Press & Social Media Policies for Industry Partners

## Virtual Press Room

ASTRO provides an opportunity for Corporate Members to share materials with news professionals through our Corporate Member Virtual Press Room. This online resource center will be promoted in emails to reporters covering ASTRO's Annual Meeting and included in the [meeting press kit](#).

### **What to Submit**

Press materials that relate to research and/or new products or services in radiation oncology are permitted. Common submissions include press releases, fact sheets and product images. General materials not specifically related to radiation therapy are not permitted. ASTRO Corporate Members may submit up to 10 items each.

### **Before You Submit (Submission Checklist)**

Accepted file formats include PDF documents and image files (e.g., .jpg, .png). Exceptions may be granted for video or other interactive materials on request.

Include media contact information for reporters on all materials.

If referencing a meeting abstract, state that the research is being presented at the American Society for Radiation Oncology (ASTRO) Annual Meeting. Please spell out ASTRO on first mention.

If referencing a meeting abstract, identify its embargo date and time. All abstracts to be presented at the meeting are [embargoed](#) until 5:00pm Eastern time on Friday, October 23, 2020. Information beyond what is included in the abstract, such as updated or additional results, is embargoed until the study's scientific poster or presentation is released or it is presented at an ASTRO news briefing, whichever occurs first. Please confirm dates/times with study authors or the [ASTRO Conference Planner](#). Abstracts will also be available on the conference planner after the embargo lifts. (embargo updated 9/23/20)

### **How to Submit**

Submit materials via our [online form](#), no later than Tuesday, October 20, 2020. We cannot accept submissions or re-submissions after that date. Email [press@astro.org](mailto:press@astro.org) with any questions. Submissions will be reviewed by ASTRO's media relations team. Allow at least two business days for review.

We will launch the virtual press room on October 1 and update items on a weekly basis.

## Press Conferences & Blackout Times

New for 2020, ASTRO Corporate Members and exhibitors at the Annual Meeting are permitted to hold outside press conferences during official meeting hours, except for the following blackout periods (all times ET):

- Friday, October 23: All day
- Saturday, October 24: 8:00-9:15 a.m., 3:30-4:30 p.m.
- Sunday, October 25: 8:00 a.m.-12:00 p.m., 12:45-2:00 p.m., 3:15-3:45 p.m.
- Monday, October 26: Before 1:00 p.m., 3:00-4:00 p.m., 4:15-5:15 p.m., 5:30-6:30 p.m.

- Tuesday, October 27: 12:00-12:30 p.m., 1:45-3:00 p.m.
- Wednesday, October 28: 2:30-4:00 p.m.

## Press Releases

Curtain-raiser press releases for research presented at the ASTRO Annual Meeting are allowed and encouraged. Please remember that all results are embargoed until the abstract is presented at the meeting. Releases sent before the embargo lifts may include the abstract title, authors, presenter and presentation details and other information that is publicly available in the [ASTRO 2020 Conference Planner](#). You can also discuss the study design and purpose, but the release cannot include any data or results, nor interpretations/implications derived from those data or results. We are [available](#) to review press releases to ensure they do not violate embargos.

## Social Media

We encourage you to follow the meeting and engage with us on social media. The meeting hashtag is [#ASTRO20](#).

ASTRO on social media:

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

RT Answers, ASTRO's patient education program, on social media:

- [Twitter](#)
- [Facebook](#)
- [YouTube](#)

We also maintain a list of common hashtags in radiation oncology conversations [on our website](#).

### ***ASTRO Engagement with Industry Partner Posts***

ASTRO is not able to promote or endorse any Ambassador/Corporate Member announcement or product that would in any way imply an endorsement or promotion of a member's products or services. Please refer to the [ASTRO Conflict of Interest Guidelines](#) for more information.

- ASTRO may post/retweet industry news that mentions an Ambassador/Corporate Member but will do so at its discretion. Any engagement from the @ASTRO\_org social media account is up to the discretion of ASTRO.
- ASTRO cannot and will not directly promote industry partners' press release content on social media. While news articles that result from a press release may be shared on ASTRO's social channels, this does not imply an endorsement or promotion of the content.

### ***Industry-Expert Theater/Industry Satellite Symposium***

Industry partners who sponsor an Industry-Expert Theater/Industry Satellite Symposium at the ASTRO Annual Meeting may submit up to two social media posts to promote their event – one to be posted a week before the event, and one to be posted the day of the event.

- Email draft social media posts to [corporaterelations@astro.org](mailto:corporaterelations@astro.org) no later than Friday, October 16, 2020.
- The Sponsor should provide specific language, images, appropriate hashtags and any accounts to tag. ASTRO will not craft posts on the Sponsor's behalf. We reserve the right to make modifications to the proposed language to abide by our [Conflict of Interest Guidelines](#).

## **Media Lists**

As a courtesy to media, we do not share our past or present press lists.

## **For More Information**

Please direct questions about press or social media to ASTRO's media relations team at [press@astro.org](mailto:press@astro.org).

Information about the official press program is available at [www.astro.org/annualmeetingpress](http://www.astro.org/annualmeetingpress). General meeting information is available at [www.astro.org/annualmeeting](http://www.astro.org/annualmeeting).