



Media Guide

The 23rd International AIDS Conference (*AIDS 2020: Virtual*)

6 – 10 July 2020



Dear member of the media,

This document serves as your resources guide for your media experience at the 23rd International AIDS Conference (*AIDS 2020: Virtual*).

To support your reporting abilities, a virtual Media Centre will be available for all registered journalists. The IAS Media Team will be available to assist journalists with editorial, technical and scheduling throughout the conference.

Please refer to the following document for all media related questions, including abstract access, conference embargo policies, programme access, press conference scheduling, online resources and more.

The full [press conference programme](#) is available ahead of the conference and will link to each Press Programme activity - including official Press Conferences, Third-Party Press Conferences and Media Roundtables - will be housed within the virtual Media Centre.

We look forward to supporting your work at *AIDS 2020: Virtual* and facilitating your coverage remotely. If we can be of assistance, please contact us at media@iasociety.org

Kind regards

Bijan Farnoudi
Director, Communications and Public Affairs, *AIDS 2020: Virtual*



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The *AIDS 2020: Virtual* Official Conference Press Programme features three core virtual components:

- *AIDS 2020: Virtual* Press Conferences
- Third-party Press Conferences
- Media Roundtables

The official Press Programme to be released w/c 29 June 2020. *AIDS 2020: Virtual* Press Conferences will be hosted on Zoom. Links to all activities within the press programme will be shared with registered media via email and in the programme housed in the virtual Media Centre.

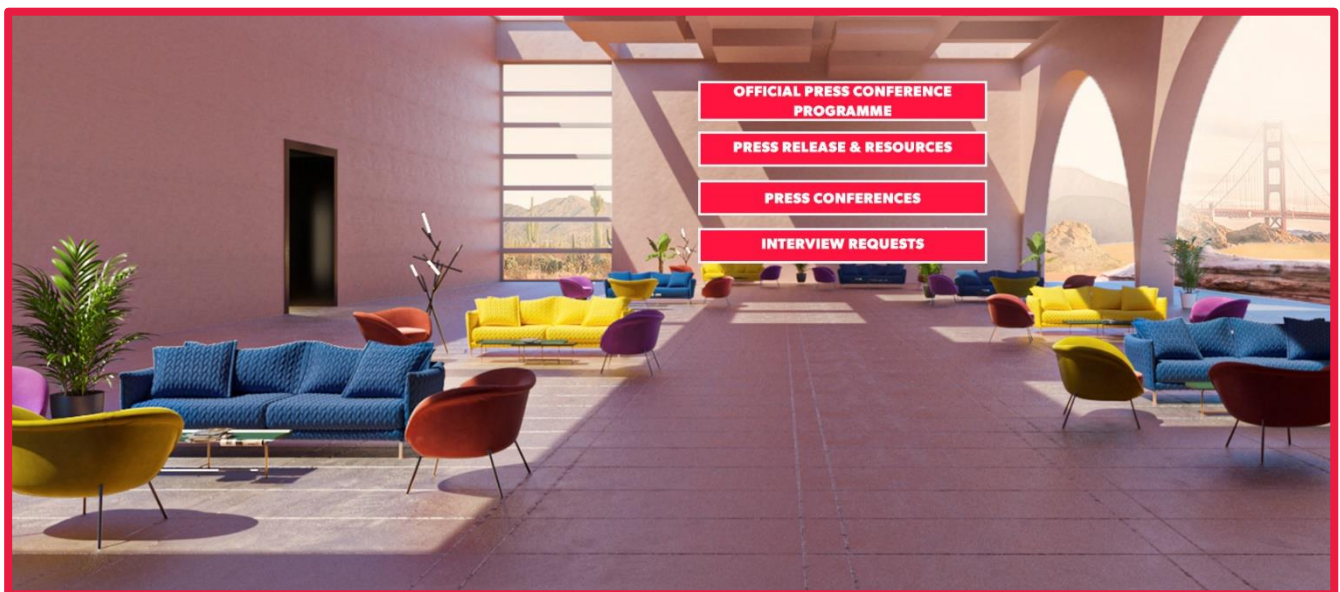
Virtual Media Centre

A space in the virtual platform dedicated to journalists and Communications support professionals.

Only *AIDS 2020: Virtual* accredited media representatives will be able to access the Media Centre on the conference platform.

The virtual Media Centre is comprised of the following functionalities (*find out more about these features below.*)

- The Official Press Programme
- Press Releases & Resources
- Press Conferences
- Interview requests





The Official Press Programme

The schedule and links for *AIDS 2020: Virtual* Press Conferences, Third-party Press Conferences and the selection of Media Roundtables.

Press Releases and Resources

Journalists can access **press releases, reports and recourses** in the virtual Media Centre, and will be able to save chosen items in your **virtual conference briefcase** for viewing later. Each upload will feature a media contact whom you can liaise directly with in relation to the content presented.

Press releases, reports and recourses can be uploaded by the organizers or any third-party to this section of the media centre. Uploads must come via the AIDS 2020 Media Team. See below what details are required.

How do I upload a press release, report or recourse to the virtual media centre?

Email the following information to annabelle.mcgregor@iasociety.org

- Date and time of upload
- Attach document
- Display name (80 characters max incl spaces)
- Description (500 characters max incl spaces)
 - o Type: Press Release / Report / Resource
 - o Organization:
 - o Description:
 - o Media contact:
- Time and date of upload requested:
The upload will take place within 12 hours (dependent on Timezone) Our IT team who are facilitating this process are on the GVA timezone.

Press Conferences

Official AIDS 2020: Virtual Press Conferences will be hosted live, through Zoom. The link will be housed within the Official Press Programme Schedule in the virtual Media Centre.

Recordings of all press conferences (official, third-party and roundtables) will be uploaded onto the platform for journalists to watch in case they missed the live session.

Interview requests

An online form will enable journalists to request interviews with speakers, presenters and/or abstract authors.

For any questions relating to interviews, please email interview@aid2020.org.

When and how to access the virtual Media Centre

When will the conference platform be accessible?

Tuesday, 30 June 2020, 00:01 PST (San Francisco / Oakland time).



When will the virtual Media Centre be accessible?

Monday, 6 July 2020, 00:01 PST (San Francisco / Oakland time).

How do I log into *AIDS 2020: Virtual* to access the Media Centre?

In order to access the *AIDS 2020: Virtual* conference platform, a [Conference Account](#) is required. This Conference Account, accessed via the AIDS 2020 website, is the same you have used for registration.

We recommend you check your Conference Account prior to the event to ensure your registration status is shown as Registration Confirmed. Without this, you will not be able to access *AIDS 2020: Virtual*.

Official Conference Programme

Click [here](#) to view the pre-conference and conference programme

Third-party press conferences

Third-party press conferences can be held on the preferred platform of the organizer (Zoom, Google Hangouts, Teams etc). This in turn means capacity of press conferences is subject to the platform and accounts held by the hosts. Staffing of the press conference, IT support and logistics management is the responsibility of the group hosting the event.

The link to Third-party Press Conferences will be promoted within the Official Press Conference Programme Schedule, housed in the Media Centre, and the media alert that is shared to journalists via email.

Recordings of Third-party Press Conferences can be uploaded onto the virtual platform:

How do I upload a press conference recording to the virtual media centre?

Email the following information to annabelle.mcgregor@iasociety.org

- Date and time of upload
- Attach video file (MP4)
- Display name (80 characters max incl spaces)
- Description (500 characters max incl spaces)
 - o Organization:
 - o Description:
 - o Media contact:
- Time and date of upload requested:
The upload will take place within 12 hours (dependent on Timezone) Our IT team who are facilitating this process are on the GVA timezone.

Media Registration



Media registration (free) will remain open for the duration of the conference given the virtual setting.

Media registration provides access not only to the virtual media centre, but also the virtual conference platform - all conference sessions live and on-demand, the exhibition and poster area, the Opening and Closing sessions, workshops, satellites and more.

Media access is considered for the following two types of media delegate categories.

Journalists and community educators who are either employees of or on assignment for a recognized print, radio, broadcast or online consumer, medical, community-based or AIDS service organization-sponsored media outlet are eligible to apply for complimentary media registration.

Communications support professionals attached to a recognized HIV research, advocacy or policy organization, whose work is directly related to supporting media coverage of presentations at *AIDS 2020: Virtual* are not considered media and must register as a regular delegate. Media accreditation for this category is not guaranteed, but is granted on a case-by-case basis.

Conference Embargo Policy

By submitting an abstract to *AIDS 2020: Virtual*, you agree to adhere to the conference embargo policy. The policy specifies that while authors may publish the fact that their abstract has been selected for inclusion in the conference programme, data from the abstract may **NOT** be shared in any form (print, broadcast or online publication, media release or conference presentation) prior to its official release by *AIDS 2020: Virtual*.

As is the case with most scientific and medical conferences, *AIDS 2020: Virtual* abstracts are released to delegates and media under a strict embargo policy. A detailed breakdown of the embargo policies for different types of abstracts is available below. All conference delegates, presenters and media agree to respect this policy.

- **Oral abstracts and oral poster discussion abstracts (excluding AIDS 2020 late-breakers and COVID-19 Conference abstracts)** The oral abstract and poster discussion texts and presentations (excluding all late-breaker abstracts) may not be public before 00:01 PST on **Saturday, 4 July 2020**, when pre-recorded presentations are released.
- **AIDS 2020 poster exhibition abstracts** The virtual poster exhibition abstracts (including poster exhibition late-breaker abstracts) may not be public before 00:01 PST on **Saturday, 4 July 2020**, when the full posters are released for viewing.
- **AIDS 2020 Late-breaker oral abstracts (excluding those in an AIDS 2020: Virtual Press Conference)** Late-breaker oral abstracts texts and presentations may not be published or presented before the start of the session in which the abstract is presented.
- **Late-breaker abstracts in an AIDS 2020: Virtual press conference** The embargo on oral abstracts included in an official *AIDS 2020: Virtual* press



conference lifts at the start time of the press conference in which the abstract is featured.

- **All COVID-19 Conference abstracts** All abstract texts and presentations may not be public before 09:00 PST on **Thursday, 9 July 2020**.

Embargo breaks by presenters

A conference committee will review any potential cases of embargo breaks by presenters. Embargo breaks by conference presenters may result in the removal of the abstract in question from the conference programme. This includes publication of the abstract data in a journal or public outlet prior to presentation at the conference.

Please direct any questions or concerns about the conference embargo policy for presenters to the *AIDS 2020: Virtual* Abstracts team at abstracts@ aids2020.org.

Embargo breaks by media

Journalists who receive embargoed information related to studies to be presented at *AIDS 2020: Virtual* agree not to publish that information prior to the lifting of the conference media embargo regardless of the source or format of the information (slides, press release, abstract, interview). Violation of the embargo policy by a reporter will lead to one or more of the following measures:

- Suspension of the reporter's media conference credentials
- Removal of the reporter's name from the IAS media distribution list for two years
- Refusal of media credentials for upcoming IAS conferences.

Please direct any questions or concerns about the conference media embargo policy to the *AIDS 2020: Virtual* Communications team at media@iasociety.org.