

## **Media Expert Team Policies and Procedures**

The American Academy of Dermatology's Communications Department serves as the media's source of information on dermatology. Each day, the Academy receives 5 to 10 media requests for interview referrals, updates on advances in dermatology and background information.

### **Media Expert Team**

The Academy utilizes its Media Expert Team to refer reporters to expert dermatologists who are willing to address topics of interest. In addition to media referrals, Media Expert Team members receive the latest news, positions and key messages from the Academy for use in media interviews.

### **Media Expert Team Requirements**

As a member of the Academy's Media Expert Team, **you must:**

- **be a board-certified, practicing dermatologist**
- **be media trained**
- **have a current disclosure statement on file with the Academy**

Media training is offered at the Academy's Annual Meeting. If you participated in an independent media training, verification of your successful completion is needed, such as an invoice/receipt, or certificate or letter of completion from the professional trainer.

If you need to complete or update your disclosure, please do so by using the Academy's [Disclosure of Outside Interests webpage](#). **Having a conflict of interest does not preclude your participation in the Media Expert Team or in media interviews, but, if one does exist, you must disclose it at the time of your interview.**

### **Media Expert Team Responsibilities**

Media Expert Team members should:

- respond to media inquiries in a timely manner
- assist in the Academy's efforts to positively position the specialty of dermatology and the range of services that dermatologists provide
- encourage their audiences to visit [aad.org](http://aad.org) for more information

**When participating in an interview, you should identify yourself as a board-certified dermatologist and member of the Academy. You should let the reporter know that you are providing your personal opinion and your views are not necessarily the official views of the Academy. Only the president may speak to media on behalf of the Academy, unless the president chooses to appoint a specific dermatologist to serve as an Academy spokesperson in his/her place.**

In accordance with the [Academy's Code on Medical Ethics](#):

- In all dealings with the press, it is improper to use the name or corporate logo of the AAD, or to otherwise make reference to the Academy, in a manner that would lead the reader to believe the physician to be the official spokesperson of the Academy or to have been endorsed by the Academy unless the individual in fact is specifically authorized to speak on behalf of the Academy.
- This would be particularly true in the endorsement of a product. The unauthorized use of the Academy name or corporate logo is forbidden. Its placement in an advertisement would lead the reader to think the Academy endorses the physician or product. Use of the Fellow or International Fellow designation and logo must be in compliance with the corresponding [board governance policy](#).

### **Referral Process**

1. Members of the media contact the Academy's Communications Department for an interview referral.

2. The Academy's Communications Department provides reporters with contact information (name, telephone number, and e-mail address) for at least three Media Expert Team members. You may not necessarily be contacted by each reporter that is referred to you.
3. The Academy's Communications Department utilizes a media tracking software to e-mail you to advise that a reporter may be contacting you. It is not necessary to respond unless you have a question for the Academy's Communications Department, would like background information, are unable to participate in the interview, the interview is not a positive experience, or the interview may have adverse effects.
4. If you complete an interview with the media, reply to the e-mail notification. This allows the Academy's Communications Department to track interviews conducted by the Media Expert Team.

You are encouraged to utilize the Academy's [Media Relations Toolkit](#) to stay up-to-date on the latest news in dermatology.

Since many reporters prefer to conduct interviews via e-mail, Media Expert Team members must provide an e-mail address. To make sure that media inquiries are responded to in a timely manner, please inform your office staff about how to assist the media should they contact you to schedule an interview.

Please be aware of the Food and Drug Administration's (FDA) [Code of Federal Regulations related to the promotion of an investigational new drug](#). This policy states in part that a sponsor or investigator, such as an AAD member involved in a clinical trial, shall not promote any unapproved prescription drugs or medical devices, or any unapproved uses of any already approved drugs or medical devices, as being safe or effective if the FDA has not yet deemed it so. Therefore, if you are an investigator of a new treatment, you should disclose the conflict of interest prior to the media interview. Also, you should be mindful of the language chosen to describe any non-FDA-approved products, treatments or therapies.

Please keep in mind that the Academy does not endorse or recommend any products, treatments or therapies. Only non-branded products, ingredients and treatments should be discussed with the media. Occasionally the media may ask for your personal recommendation, particularly of skin, hair and nail products. You can provide your product recommendations as long as you disclose to the media, as mentioned above, your conflict of interest with specific brands. The AAD does not include members who are employed by industry partners in its Media Expert Team as this could be perceived as a conflict of interest.

## Questions

If you have any questions about the referral process or if your contact information changes, please contact the Academy's Communications Department at [mediarelations@aad.org](mailto:mediarelations@aad.org) or (847) 330-0230.