

Media Expert Team Policies and Procedures

Overview

The American Academy of Dermatology's Media Relations Team serves as the primary media contact for information on dermatology. Each day, our team handles numerous requests for expert interviews and updates on dermatology trends from reporters. Media Expert Team members support this work by educating the public on skin, hair, and nail health, and reinforce dermatologists' role as leading experts. Members of the Media Expert Team receive media referrals and are provided with timely updates, key messages, and official Academy positions to support their interviews.

Requirements

- Be a Fellow of the AAD
- Have a current disclosure statement on file with the AAD
 - Media Expert Team members must complete or update their disclosure using the Academy's [Disclosure of Outside Interests webpage](#).
 - Having a conflict of interest does not prevent you from participating in the Media Expert Team or media interviews. However, any relevant conflicts must be disclosed during your interview.
- Be media trained
 - The AAD offers media training each year at the Annual Meeting.
 - If you have not received media training from the AAD but have completed training elsewhere, please include examples of any broadcast media coverage you've participated in, along with verification that you have successfully completed training from an independent media trainer.
- Demonstrate the ability to communicate the science and practice of dermatology in a relatable and a consumer-friendly way.
- Be aligned with the AAD's guidelines and positions and in your public and professional activities.
- Applicants for the Media Expert Team will be reviewed and selected by the AAD's Council on Communications.

Roles and Responsibilities

- Respond to media inquiries in a timely manner.
 - If you cannot respond to a media request, please contact the AAD Media Relations Team so they can provide alternative referrals.
- Educate the public about skin, hair, and nails, help promote the specialty of dermatology and demonstrate that dermatologists are the experts.
- Direct audiences to visit aad.org for more information.
- In interviews, identify yourself as a board-certified dermatologist and AAD member. Make clear that you're sharing your personal views, not speaking on behalf of the Academy. Remember, only the president or an appointed spokesperson may do that.

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

- Journalists contact the Academy's Media Relations Team for expert interviews.
- The Media Relations Team shares your contact information with reporters, usually along with two other Media Expert Team members.
- You'll receive an email alert if a reporter may reach out. There's no need to reply unless you have a question, can't participate, or have concerns about the interview.
- If you complete an interview, please reply to the email so we can track media activity.

Media Interview Guidelines

- The AAD encourages you to review the [Media Relations Toolkit](#) for the latest news and updates in dermatology. All public education messaging shared by Media Expert Team members must be evidence-based or based on dermatologists' common practices when no such scientific research exists.
- Many reporters prefer to communicate via email, so all Media Expert Team members must provide a current email address. Please let us know how you prefer to handle media requests to help schedule interviews promptly.
- 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.
- The Academy does not endorse specific products or brands. Only non-branded treatments or ingredients should be discussed in interviews. If asked for a personal product recommendation, you may share it but be sure to disclose any conflicts of interest. Members employed by industry partners are not included in the Media Expert Team due to potential conflicts.
 - If asked to speak to products as a visual for a broadcast media interview, a variety of brands should be shown and the member should discuss the ingredients in the products, not the specific product.
- Media Expert Team members are discouraged from offering free or discounted dermatology services in direct exchange for media interviews.
- Remember, everything you say is on the record. Don't say anything to a reporter that you would not want to see in the media coverage.

Questions

If you have any questions about the Media Expert Team, please contact mediarelations@aad.org.