

➤ **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 inquiries from the media requesting 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 all media interviews, including those not secured through the Academy.

Media Expert Team Requirements

A member of the Academy's Media Expert Team **must**:

- **Be a board-certified dermatologist.**
- **Be media trained.**
- **Have a Disclosure of Outside Interests on file with the Academy.**

Media training through the Academy is offered at the Annual Meeting and Leadership Forum. If you participated in an independent media training course, you must submit verification of your successful completion, such as an invoice/receipt or a certificate/ letter of completion from the professional trainer.

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 promote the range of services that dermatologists provide.
- Encourage their audiences to visit 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 state that you are not authorized to speak on behalf of the Academy but may speak in a personal capacity, and that the views expressed 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.

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 email address) for at least three Media Expert Team members. You may not necessarily be contacted by each reporter who is referred to you.
3. The Academy's Communications Department utilizes a media tracking software to send you an email advising that a reporter may be contacting you. It is not necessary to respond unless you have a question for the Academy's Communications Department, you would like background information, you 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 email notification. This allows the Academy's Communications Department to track interviews in which the Media Expert Team participates.

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 email, Media Expert Team members must provide an email address. To make sure that media inquiries receive a prompt response, please inform your office staff about how to assist the media should they contact you to schedule an interview.

Media Expert Team Disclosure

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

Please be aware of the Food and Drug Administration's [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 them so. Therefore, if the member is an investigator of a new treatment, he or she should disclose the conflict of interest prior to the media interview. Also, the member 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 for skin, hair and nail products. You can provide your product recommendations as long as you disclose to the media, as mentioned above, any conflicts of interest with specific brands.

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 or (847) 330-0230.