



Approved: Board of Directors - 7/17/87

Revised: Board of Directors – 11/4/06

PRODUCTION POLICY FOR ADVERTISING THE ACADEMY

All copy and concepts for print, television, radio and Internet must be approved by the Council on Communications. The Executive Committee, on behalf of the Board of Directors, must approve the final copy and concepts. The Council on Communications will be staffed by the Academy's Director of Communications.

The Council will be guided by these considerations in reviewing any proposal for an Academy advertisement:

1. Scientific Validity: The material must adhere to the current consensus of medical thought. It will not advocate therapy or procedures not widely accepted by the medical community.
2. The material should conform to generally accepted standards of good taste.
3. The material is in harmony with the Council's understanding of the Board of Directors' stance on socioeconomic questions and public relations posture.
4. The material does not work toward the personal advancement of any one person, but is intended solely for the public benefit and the specialty's welfare.
5. There must be no endorsement of a product or service either in the language of the written or spoken material or the "props" used in the visual portion of the message. This precludes the use of products in scenes that are clearly identified by their label, unless several competing products are depicted for equal recognition. Brand names will not be used in the script or audio portion of the advertising. This section is to be construed as prohibiting any implicit or explicit endorsement of products or services.
6. Production standards will be fully professional.