



NCEAS PRESS INSTRUCTIONS FOR SCIENTISTS

- ❑ **My research is going to be published in an academic journal. Should I alert your office?**
Yes, if you think your work is of interest to the media.
- ❑ **How far ahead of time do I need to contact you about my publication or other news?**
Contact us as soon as your publication is accepted so there's time to talk with you about your research findings and determine the best plan to share your news. We are familiar with issuing embargoed news releases, respecting a journal's requirement that it publish the story first.
- ❑ **How can I get a press release?**
Ideally, we need about two weeks' notice to prepare a press release. This allows us time to gather information on your work, do interviews, write a news release, get your approval and decide which reporters to alert. But the more lead time the better, especially if the news is complex, controversial or will make major headlines. Still, if you must give us news on short notice, we will do our best to help.
- ❑ **Who prepares the press release?**
We can prepare our own press releases at NCEAS or work with UCSB Public Affairs Office. We can also coordinate press releases with your home institution or other institutions you are working with, and can usually get permission for the press releases to be published simultaneously.
- ❑ **Should I mention NCEAS in a press release?**
Yes, for any work you do at NCEAS (working group, etc.) please mention NCEAS in **the body of the text** of all press releases, rather than just in the acknowledgments at the end of the article.