

**Pensoft Press release**

**Guidelines**

Below you can find our guidelines and advice meant to help you write an attractive press release about your research publication.

At Pensoft we believe that scientific knowledge needs to be openly accessible and, therefore, we are happy to waive the press release fee for every study deemed of particular interest to the general public. For rates, please refer to the Article Charges (Additional Services) on the journal’s website.

If you are uncertain whether your study is suited for mass media coverage or not, please feel welcome to contact us with your questions prior to preparing a press release draft.

For your convenience, a press release template is enclosed after the Guidelines below. Please use it to write your press release and email it to our press officers at dissemination@pensoft.net.

Our PR officers will review your text and the associated multimedia. They may also suggest changes and edit (even substantially) your press release draft. Following your press release draft submission, please keep an eye on your email.

**1. Headline**

**We strongly recommend that the headline is no longer than 110 characters, including spaces. We encourage you to keep the headline even shorter and put any additional information as a sub-head title instead.**

The headline should be concise and clear for non-specialists. Remember that the headline will show up in RSS feeds and mailing lists, therefore it should be easily understandable and immediately attractive. Here are some examples:

* [Tiny cave snail with muffin-top waistline rolls out of the dark in Laos](https://www.eurekalert.org/news-releases/905322)
* [Man's best friend could be a jaguar's next meal: A case study from the Mexican Caribbean](https://www.eurekalert.org/news-releases/931012)
* [New deadly snake from Asia named after character from Chinese myth 'Legend of White Snake'](https://www.eurekalert.org/news-releases/761774)
* [Death from below: the first video of a parasitic wasp attacking caterpillar underwater](https://www.eurekalert.org/news-releases/613767)
* [Dating in a jungle: Female praying mantises jut out weird pheromone gland to attract mates](https://www.eurekalert.org/news-releases/659392)

Exceptions are possible, but please have your audience size in mind.

* [Undergraduates survey cultural tourists' attitudes and visual advertising in Malta](http://www.eurekalert.org/pub_releases/2016-04/pp-usc040716.php)
* [Empowering stakeholders: FP7 project EU BON shares know-how on biodiversity data policies](http://www.eurekalert.org/pub_releases/2016-03/pp-esf032516.php)

* [Jeanne Baret, botanist and first female circumnavigator, finally commemorated in name of new species](http://www.eurekalert.org/pub_releases/2012-01/pp-jbb123011.php)

**2. Summary**

**The word limit for the Summary text is 75 words.** This text is displayed as a 'preview' in news release feeds and on social share preview cards for Facebook and Twitter; it’s also included in RSS feeds and mailing lists. Along with the visuals, this is what makes readers, including journalists, read the full text. The Summary is the quintessence of a press release - it should explain clearly and concisely the main point of the study. Ideally, it should end with the following: **“[The study] is published in the open access journal [*Journal title*].”**

Here are some good examples:

* A remarkably high diversity of the wingless long-horned beetles in the mountains of northern Borneo is reported by three Czech researchers from the Palacký University, Olomouc, Czech Republic. Apart from the genera and species new to science, the entomologists report the first case of reproduction by live birth in this rarely collected group of beetles. The study was published in the open access journal *ZooKeys*.
* While digital neuroimaging data abound, analytical tools and infrastructure are not scaling accordingly. The Open Neuroimaging Laboratory proposal, published in the open access journal *Research Ideas and Outcomes*, is one of six finalists in the Open Science Prize. It aims to build a collaborative platform to optimize both the quantity and quality of brain data, ultimately gaining a greater insight into how the brain works in health and disease.
* While most of the knowledge about tiny snails comes from studying deserted shells sifted out from piles of dust and sand, the present research is the first contemporary microscopic exploration of organs in cave snails tinier than 2 mm. The paper, authored by Adrienne Jochum and her international research team, and published in the open-access journal *Subterranean Biology*, reveals that underneath their seemingly fragile shells, there are strikingly huge organs.

**3. Main Text**

Remember that the press release is intended for a wider audience of journalists and non-specialists, so please try to keep the text simple and avoid technical terms and jargon. Also, please consider the following:

* Using the scientific (Latin) name of species should be omitted where possible, since it provides a barrier for the general public to understand the text. Even if you consider using scientific names important, please add a vernacular name as well. For example, use “plant lice” instead of “aphids” or “Aphidodea”.
* Where necessary, you should explain jargon (E.g. “Over three days, the scientists observed the flying insects getting caught in a malaise trap, placed among the predominantly non-native plants in the Alexander Koenig Museum’s garden. This tent-like structure is designed to catch flying insects. Once they fly into its walls, they get funnelled into a collecting bottle.”

* You are encouraged to add quotes, usually a statement from the leading author(s).
* You can add links to anything you consider an important addition to the press release, such as resources that explain relevant terms or provide additional information. You can include them as hyperlinks in the body text. Please be careful not to give links to resources which require login credentials, or are generally not available to everyone.
* A mention of the text of the authors’ names with their affiliations at the beginning is considered standard practice. You can also link the authors' and institutions’ names to their profiles and/or websites.
* The ideal size of the main body is approximately 2600 characters (with spaces). While a press release’s length is always subject to individual consideration, it is strongly encouraged to keep it as concise, neat and simple as possible.
* We strongly discourage personal point-of-view statements, overstatements and other phrases inviting misinterpretations or misunderstandings; your draft may be edited to that effect.

We suggest that you first take a look at a few press releases of ours, which were widely disseminated in the media:

* [Snakes disembowel and feed on the organs of living toads in a first for science](https://www.eurekalert.org/news-releases/639331)
* [New ant species named in recognition of gender diversity](https://www.eurekalert.org/news-releases/898208)
* [Welcome to the House of Slytherin: Salazar's pit viper, a new green pit viper from India](https://www.eurekalert.org/news-releases/724511)
* [Jurassic Park in Eastern Morocco: Paleontology of the Kem Kem Group](https://www.eurekalert.org/news-releases/684767)
* [Scientists unravel the evolution and relationships for all European butterflies in a first](https://www.eurekalert.org/news-releases/723829)

**4. Multimedia**

**It is highly encouraged that you use images (photos, maps, graphics, etc.) and/or videos to illustrate your press release.**

Multimedia materials help draw the interest and attention of laypeople, scientists and journalists alike. These can be any of the supplementary materials published in the article, or new ones, provided especially for the purposes of the PR campaign. A short caption and credit need to be provided for every item. Please keep these free of technical terminology as much as possible.

Please note that all multimedia files **must not** be copyrighted, since all content produced by Pensoft, including journal articles, as well as press releases, is by default distributed under a [Creative Commons Attribution 4.0 Licence](http://creativecommons.org/licenses/by/4.0/).

* **Images:** Image files must be in JPEG (.jpg, .jpeg, .jpe), GIF (.gif), or PNG (.png) format. High-resolution images are preferred. File size must not exceed 100 MB.
* **Video/Audio**: Video files must be in Quicktime (.mov), Windows Media Video (.wmv), MPEG (.mpg,.mp4) or AVI (.avi) format. File size must not exceed 100 MB. Please keep in mind that non-standard codecs may cause problems for further processing. You might prefer sending large files by way of download links rather than attachments.
* **Add Audio:** Audio files must be in MP3 (.mp3) or WAV (.wav) format. File size must not exceed 100 MB.

**5. Original source**

Please insert the citation for the article, as it appears in the journal. Do not worry if the issue number, pages, or other info is still missing at this stage, we will add everything once the article is ready for publication. E.g.:

* Ibrahim N, Sereno PC, Varricchio DJ, Martill DM, Dutheil DB, Unwin DM, Baidder L, Larsson HCE, Zouhri S, Kaoukaya A (2020) Geology and paleontology of the Upper Cretaceous Kem Kem Group of eastern Morocco. ZooKeys 928: 1-216. <https://doi.org/10.3897/zookeys.928.47517>

**6. Contact**

At least one of the study’s authors must be provided as a point of contact, in case a journalist might reach to them to request more information about the article. Adding an email address and the person’s affiliation is mandatory, while a phone number is highly recommended.

**7. References**

Please indicate if the news item is linked to any previously posted ones, so that we can make references.

**8. Additional information**

Any funding organisations should be listed, as well as any journals or organised meetings and events relevant to the press release.

**9. Language**

English is the default language for the press releases.

**10. Licensing**

Pensoft press releases are by default published under the same licence as the journal articles, namely the [Creative Commons Attribution 4.0 License](http://creativecommons.org/licenses/by/4.0/). Attribution should go to the published article, not to the press release.

**11. Coordination with your institution’s PR department**

If you have access to a PR department at your institution, we encourage you to consult with them prior to submitting your draft to us. Usually, we would suggest that we coordinate our PR efforts, in order to utilise the contacts and dissemination platforms of both teams, without duplicating them. Nevertheless, your text and the associated media will be reviewed by the Pensoft staff and may be edited (even substantially) or rejected if not deemed appropriate. The most frequent reason for modifications and rejection is that drafts have been written using very technical language as if meant for a specialist audience, rather than the mass media or the general public.

**13. Social media promotion**

Regardless if your study is accompanied with a dedicated PR campaign or not, it will still be promoted via our social media channels. If you have any preferences concerning the social media posts, or would like to prepare them yourself, please indicate this at the end of the press release along with any institutional/personal accounts you would like to be tagged within the relevant post (where possible).

Should you have any questions regarding Pensoft’s press releases, please contact Pensoft’s PR team at dissemination@pensoft.net.

**TEMPLATE**

***Headline***

# New curiously scaled beetle species from New Britain named after 'Star Wars' Chewbacca

## Summary

Chewbacca, the fictional ‘Star Wars’ hairy character, has given his name to a new species of flightless beetle, discovered in New Britain, Papua New Guinea. The three scientists, who have recorded this weevil species from Bismarck Archipelago’s largest island, found a total of four new species, now published in the open access journal *ZooKeys*. However, it was the scales of one of them that reminded the authors of Han Solo’s loyal companion.

## Main text

Chewbacca, the fictional ‘*Star Wars*’ character, has given his name to a new species of flightless beetle, discovered in New Britain, Papua New Guinea. Although *Trigonopterus chewbacca* was only one of the four black new weevil beetles found during the expedition, it stood out with its curious scales, which made the authors think of Han Solo’s loyal companion.

Scientists Dr Matthew H. Van Dam, [SNSB-Zoological State Collection](http://www.snsb.mwn.de/index.php/en/), Germany, Raymond Laufa, [The University of Papua New Guinea](http://www.upng.ac.pg/site/) and Dr Alexander Riedel, [Natural History Museum Karlsruhe](http://www.smnk.de/en/) have their paper, where they describe the new species, [published](http://doi.org/10.3897/zookeys.582.7709) in the open access journal [*ZooKeys*](http://zookeys.pensoft.net/).

Failing to understand how it was possible that the hyperdiverse beetle genus *Trigonopterus* has never been spotted in New Britain, two of the researchers travelled to the island to double-check the foliage and leaf litter. Interestingly, the genus thrives best in Melanesia, the Oceania subregion, where Papua New Guinea is located, yet there had been only a single *Trigonopterus* species known from Bismarck Archipelago prior to the present study.

Eventually, having spent ten days sifting leaf litter and beating foliage, the authors discovered eighteen individuals in primary forests growing on limestone karst, and later assigned them to four separate species. However, these few findings are still striking, given the abundance of the beetles in similar localities in the New Guinean mainland.

Unlike its sci-fi namesake, the Chewbacca beetle cannot rely on its measurements to scare other possibly malevolent species off. It only measures between 2.78 and 3.13 mm. Dissimilar again, is its body, which is black and rhomboid-shaped, while its legs and antenna appear rusty. What likens the beetle to “Chewie”, however, is its distinctively dense scales, covering its head and legs.

In conclusion, the authors note that the beetle genus must have colonised New Britain at least four times in the past. “Given the size, mountainous topography and tropical vegetation of New Britain, it is likely that Trigonopterus has undergone some local speciation on the island, but this possibility requires further investigation,” they say.

**Original source:**

Van Dam MH, Laufa R, Riedel A (2016) Four new species of Trigonopterus Fauvel from the island of New Britain (Coleoptera, Curculionidae). ZooKeys 582: 129-141. doi: [10.3897/zookeys.582.7709](http://doi.org/10.3897/zookeys.582.7709)

## Contact

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## Multimedia

*Image 1:* One of the new flightless beetle species, *Trigonopterus chewbacca*

*Credit:* Dr Alexander Riedel

*License:* CC-BY 4.0

*Image 2:* One of the new flightless beetle species, *Trigonopterus obsidianus*

*Credit:* Dr Alexander Riedel

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