

# Coordination of EVN-related press releases

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## **Introduction**

In the past few years, the number of press releases for scientific results involving EVN data (fully EVN, EVN as part of a global array, or EVN as part of a multi-wavelength campaign) has increased. This is partly thanks to the successful e-EVN upgrade and SFXC developments, but also as a result of improved EVN policies that make the array more accessible to the broader community and inspire astronomers to carry out insightful observing projects. While it is overall good news, the EVN has not fully exploited these opportunities in public relations. Professional PR activities are vital for an instrument that claims the title of being the most sensitive VLBI network, and aspires to keep that title on the long run. It is hugely important for the individual observatories as well.

## **PR-coordination: short term**

We propose that the first authors (below we will assume it is the PI) should involve JIVE already at the advanced stages of publication (close to acceptance of the paper), if a press release is expected. A dedicated person at JIVE (TBD) would check/advise on EVN acknowledgements in the publication, and he/she would also make sure that all the relevant information about the EVN and the participating observatories are present in the press release. In case of sensitive issues (e.g. competing groups with similar results publishing close in time) the EVN PC Chair would be involved in the process. It is the PIs responsibility to provide the (very close to) final version of the press release to JIVE one week before the embargo deadline. JIVE would inform the observatories and send them the press release for local implementation (possibly including translation). JIVE may assist the PIs to arrange for spreading the PR material to the media on a European scale as well; this usually happens 24h before the embargo deadline. The PIs will have to be informed about the PR rules at the EVN webpages, with a to do list and relevant contact addresses. The call for proposals and the EVN PI letters should point to these pages for further information, in case a press release is planned.

## **A long-term solution**

Ideally, EVN public relations would largely benefit from a professional PR person who would assist scientists with writing press releases, would be proficient in making the necessary graphics and animations, and would maintain the EVN webpages. Additional responsibilities would include keeping contact with the European press and informing the observatories in a timely manner, to prepare their local versions of press releases. It should be a recognized priority to employ an EVN/JIVE outreach officer.