



Newer Horizons in Human Excellence

Press & Embargo Policy

Authors who do not follow the **Awareness** journal's **Press & Embargo Policy**, their contributions are likely to be removed from the publication process and the author(s) themselves may be barred from further interactions with the journal.

Communication with the media

The Editors **strongly discourage** all authors and potential authors from direct solicitation of media coverage of any materials (including, but not limited to: manuscript, figures, tables, abstract, summary, supplementary materials, software code, audio or video content) they have submitted to **Awareness**. Accepted contributions can be discussed with the media only once the publication date has been confirmed and no more than 24 hours before the publication date under our embargo conditions. Please refer to the "*Communications between scientists*" section for more information about our embargo policy as it pertains to conference presentations and preprints.

We produce and distribute press releases summarizing upcoming content to academic or science journalists. Journalists are invited to read the full version of any papers they wish to cover, and are given the names and contact details of corresponding authors. They can receive access to the full text of papers on a password-protected website, together with other relevant material (for example, an accompanying Editorial, and any extra images provided by the authors). The content of the press release and papers is embargoed until the time and date clearly stated on the press release.

Papers that are deemed especially newsworthy are highlighted by a brief summary on the press release for that journal, written by the editors and staff. Authors may therefore receive calls or emails from the media during this time; we encourage them to cooperate with journalists so that media coverage of their work is accurate and balanced. Authors whose papers are scheduled for publication may also arrange their own publicity (for example, through their institutional press offices), but they must strictly adhere to our media embargo and are advised to coordinate their own publicity with our staff.

We believe that our media embargo serves scientists, authors, journalists, and the public. Our policy is to release information about our content in a way that provides fair and equal access to the media, allowing it to provide informed comment based on the complete and final version of

the paper that is to be published. Authors and their institutions' press offices are able then to interact with the media ahead of publication, and benefit from the subsequent coverage.

The benefits of peer review as a means of giving journalists confidence in new work published in journals are self-evident. Premature release to the media denies journalists that confidence. It also removes the journalists' ability to obtain informed reactions about the work from independent researchers in the field.

Journalists who break our embargo policy will be barred from reporting the journal's content, and we shall continue to use this sanction when appropriate.

Communication between scientists

Awareness Editors do not wish to hinder communication among researchers. We support open communications between researchers through discussions at research meetings, or online collaborative sites, or not-for-profit pre-print servers such as [BioRxiv](#). Authors must notify **Awareness** of any preprint(s) related to a manuscript submission. Conference presentations or seminars presented within the authors' department do not constitute prior publication.

Researchers may respond to requests from the media in response to a conference presentation, by providing explanation or clarification of the work, or information about its context. In these circumstances, media coverage will not hinder editorial handling of the submission. Researchers should be aware however that such coverage may reduce or pre-empt coverage by other media at the time of publication. We also advise that researchers approached by reporters to make it clear that the paper has not yet undergone peer review, that the findings are provisional, and that the conclusions may change. Authors are expected to keep the details of the peer review and editorial process confidential.

We believe it important that the peer-reviewed and published version of a paper should be available when the work is discussed in the public media, allowing the press to provide informed comment based on the final version. For that reason, we **strongly discourage** the soliciting of media coverage to appear ahead of publication of the final version of a paper. We also recommend that reporters should clearly indicate that the study has not been peer reviewed and that the claims may change.