Dear collaborator,

Before start writing your post, please check the infographics that may assist you in structuring the text (pg. 6-7).

**Title**  
Attractive/inviting/controversial/critical. It must have a maximum of 100 characters (with spaces), have at least one keyword from the article and, preferably, present some result or conclusion of the study. Avoid scientific jargon and acronyms.

**Authorship**  
It is suggested that only one author signs the text, on the understanding that the press release is a note on the article. A maximum of three authors are accepted. The necessary data are:

- Name of who wrote the press release, his/her position and institutional affiliation. City, State, Country, and e-mail.
- The social media profile of author, institution and the journal are also required. Whenever possible, also provide the WhatsApp contact (this information will not be disclosed; it will only be used for contact in case there are doubts).

**Abstract**  
The text, with up to 50 words, must be attractive and encourage a complete reading of the text. Do not include the journal title, name of authors or institutions.

**Content**  
The content of the press release must be short, thought-provoking and clear in language. The following basic structure is suggested:

- **First paragraph:** It is the most important paragraph. It must answer the following questions: what is the article about? Who conducted the study? How was the research developed? When was it performed? Why? These questions can be partially answered in this paragraph and completely detailed in the following ones. It is necessary to contextualize and bridge the gap between research and everyday life. The abstract, object, and the most relevant discovery or conclusion are presented.

- **Second paragraph:** It provides information about the authors, the institution, the methodology and/or the motivation for the research. Eventually, another important research can be mentioned in the national or international context.

- **Third paragraph:** Describe the research results and their impacts on science/research area and on society in general.

- **Fourth paragraph:** More conclusions, challenges, future research projections.
<table>
<thead>
<tr>
<th><strong>Read more about</strong></th>
<th>Insert citation/reference and complementary readings for further discussion of the subject.</th>
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<td><strong>#hashtags</strong></td>
<td>Include up to five hashtags (title, subject, university, and journal keywords, etc.).</td>
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<td><strong>Link(s)</strong></td>
<td>Complementary electronic links related to the material. Links to research groups, database repositories or other electronic content related to the manuscript can be included.</td>
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<td>Link of the author’s institutional website (one of the authors’)</td>
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<td><strong>Image</strong></td>
<td>It must be compatible to the press release content. It may be an image from the article itself or a graphic design that alludes to article’s main subject. Choose preferable free images databases (Unplash, Pixabay) or from a personal archive.</td>
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<td>Content</td>
<td>The content for the written interview must answer the questions clearly and objectively. The following basic structure is suggested: The first paragraph presents the interviewee's main interest, areas of activity and affiliation (if any). There is a specific field for the curriculum, this first moment is to situate the reader on who is the interviewee. The second paragraph shows the interviewee's scientific trajectory, his/her main contributions to the area and themes he/she is interested in and discusses them. The third paragraph refers to the article and tells a brief history of what the reader should know before reading the interviewee's responses. It is important to ask four to six questions text related. It is also possible to search other sources for support and even controversies on the topic under discussion. The interview serves to deepen the interviewee's opinion and “controversial” questions should be part of the script.</td>
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<td>Curriculum</td>
<td>Insert a brief 5-line curriculum of the author(s). Full name, position, most recent academic title, area(s) of activity, research topics. E-mail and link to the Lattes curriculum.</td>
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<td>Photo</td>
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<td><strong>TIPS TO RECORD A VIDEO</strong></td>
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<td><strong>TIME</strong></td>
<td>3 to 5 minutes, objective and straightforward.</td>
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</table>

| **Equipment** | Camera: a camera or cell phone (horizontally) with good quality recording capacity, i.e., a definition higher than 12 megapixels, able to make HD videos, with 1080p HD, setting 30fps or higher.  
Tripod: it assists in ensuring good image quality and stability.  
Microphone: cell phones are usually equipped with a good microphone. You can use the microphone plugged into your cell phone very close to your mouth and, as far as possible, make it less visible. |

| **Backdrop** | A closed location, not too wide, with good lighting, preferably neutral background (blank wall) or something very clean.  
**Make sure you are in the center of the video.**  
Obs. Front lighting can help you get a good result.  
Tip: a lamp (or a light bulb) may help. In order to avoid the image to be blown out by the light, you can cover it with a sheet of regular white paper. Avoid standing against the light. |

| **Script text** | It is suggested to write the text before recording, many choose to leave the text next to the camera, or to ask someone to hold it and reading in order to avoid pauses, slang or jargons.  
“Hello everyone, welcome ... (start with a brief greeting, to your choice)  
**In your speech, always use the word journal instead of magazine.** |
5 STEPS TO CREATE A PRESS RELEASE

**Press Release** is a dissemination text that aims at eliciting interest from journalists to publish news about the suggested topic.

A press release should:
- be direct
- be attractive
- be written using simple language
- contain the authors’ information contact

1. **To produce a release, an article must**
- be of public interest
- generate social impact
- elicit curiosity
- contribute to the debate
- result in products

2. **About the structure of the release**
- Avoid jargons, acronyms and scholarly concepts
- Start with the most relevant results and conclusion
- Disclose authors, institution, research location and study motivation
- Include challenges, products generated or social impact

3. **Be available**
- Disclose contact of authors or the institution’s press officer
- Clear up doubts from journalists

4. **Supplementary material**
- Add content to illustrate the news (photos, video, graphs, etc.)
- Include legends, credits and copyrights
- Disclose articles, news, and entries that explain concepts mentioned

5. **Links and hashtags (#)**
- Include in the release links to research groups, institutions, articles, etc.
- Include in the complete reference to the article link to the DOI and/or SciELO website
- Use the symbol # at the end of the text with keywords
TIPS TO CREATE A PODCAST

Duration: up to 3 minutes. Be concise, direct. Focus on the subject.

Attractive: highlight the objective, the conclusions, the institutions and authors involved.

Sound quality: use a microphone, a cell phone recorder or Whatsapp audio.

Silence: get rid of background noises such as cars, appliances, pets, cell phones, talks, etc.

Captivating: be informal and try to reach out to your audience, tell unusual facts.

Visual: tell your story using elements that help visualize the information.

HOW TO CREATE A GOOD PODCAST SCRIPT

✓ Answer the following questions:
  * What is the study theme?
  * Which are the main results/conclusions?
  * What is the social or scientific relevance of the article?
  * Are there practical applications or social benefits?
  * Where was, when was, how was and who performed the study?

✓ Remember: the podcast is not the full reading of the article, but a brief abstract of its most important information.

Finalize
Disclose the full name of one or more authors, institutions involved, and the complete reference of the paper published with access links.