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Sarah Wood - 2025-03-11 - General

The ALMA press office, the PIs, and the press offices at the PIs' institutions will not want to miss opportunities to communicate exciting results to the media and the public at large in a proper way and with the appropriate coordination. This is the reason why ALMA requests that proposers consider from the proposal submission stage the potential media appeal of planned observations and to include a brief statement on the likely potential for publicity in their proposals.

As stated in [Section 6.2.3 of the ALMA Cycle 2 Proposers Guide](#), “Opportunities for public and media interest in ALMA science will be very important during Early Science Cycle 2. Proposers are requested to consider the potential media appeal of proposed observations, with regard to scientific content and/or the quality of the visuals that could be produced. Each proposal must include a brief statement on the likely potential for publicity arising from the proposed scientific observations. The statement must fit within the overall 4-page limit of the PDF proposal. This information will not be used in the assessment of the proposal, which will be based solely on scientific merit and technical feasibility.”

The ALMA Education and Public Outreach (EPO) team or regional EPO offices will contact the PIs of successful Cycle 2 proposals that are selected for such publicity activities.