

# Publications process

## 1. Research

**Planned**  
**Findings and results**  
**Analysed**  
**Completed**

## 2. Planning

**Communications strategy**  
**Publications criteria**  
**Audience**

## 3. Consistency

**Style guide**  
**Formatting**  
**Templates**  
**Active voice**

## 4. Quality Assurance

**Peer review**  
**Communications review**  
**Approval process**  
**Risk assessment**

## 5. Legal Items

**ISBNs and ISSNs**  
**Legal deposit**  
**IPR issues**  
**Archiving**

## 6. Logistics

**Publishing – online or print?**  
**Format – PDF, Word, HTML?**  
**Distribution**  
**Media**

# Communications Considerations

## **Communications strategy:**

- research purpose and background
- objectives
- audience
- key messages
- risks and mitigation

## **Editing for clarity, content logic and writing style**

## **Peer review from two perspectives**

## **Risks and mitigation**

- from the communications perspective
- no surprises
- holding statement
- informing the media team

## **Branding and public perception**