

# COMMUNICATIONS GROUP (COM)

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<b>Secretary</b> Ms Bernadette Geoffre (until June 2017) Ms Sylvie Nouveau	<b>Communications officer</b> Ms Véronique Terrasse	
<b>Knowledge manager</b> Ms Teresa Lee	<b>Institutional webmaster</b> Ms Maria de la Trinidad Valdivieso Gonzalez	
<b>English editor</b> Dr Karen Müller	<b>Web architect</b> Mr Daniil Kister Mr Kees Kleihues-van Tol (until May 2017)	
<b>Scientific editor</b> Dr Heidi Mattock		

The Communications Group (COM), as an integral part of the Director's Office, aims to present a clear and coherent image of IARC and its work to the scientific community, the media, and the general public. COM also provides information- and publication-related services to the research Sections.

## DIGITAL STRATEGY

COM continued with its digital strategy of streamlining and standardizing publishing workflows, making careful technology choices, expanding its offerings of electronic formats, and engaging with readers.

The internal Manuscript Clearance System was launched in March 2016,

with the aim of greater oversight and coordination of the Agency's scholarly outputs in mainstream journals.

The IARC Publications website (<http://publications.iarc.fr>), newly launched in December 2015, was further enhanced. The website has a modern and user-friendly design and offers seamless access to multiple formats to both individual and institutional users.

A subscription to Altmetric was integrated with the IARC Publications website in August 2017. Altmetric allows both the public and IARC personnel a view of the attention garnered by the Agency's publications in mainstream media, social media, policy documents, and other citing sources.

## DISSEMINATION OF ELECTRONIC BOOKS

COM has made it a priority to increase its channels of dissemination of electronic books. The IARC E-Bookshop was launched in June 2016. Because most of the Agency's titles are offered online in electronic format free of charge, the E-Bookshop offers a small range of for-sale titles. Investment in the E-Bookshop has continued in order to optimize efficient and cost-effective dissemination of the *WHO Classification of Tumours* ("Blue Books") series in electronic format.

## AGREEMENT WITH WHO PRESS

After an interim period in which COM conducted a review of print book

distribution options on the market, IARC and WHO Press renewed the publishing agreement in mid-2017. The agreement anticipates a sales model in which the Blue Books are released simultaneously in print and electronic formats, and thus clarifies the responsibilities of each party in coordinating bundle sales of the two formats.

#### BOOK PROMOTION

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