

One year on...and a new name!

You may have noticed that the name of our journal has changed from Lincoln University Planning Review to Lincoln Planning Review. This is not a misprint, but reflects a requirement from the marketing office of Lincoln University to ensure that its new branding is applied to all publications of the University. The word “University” is reserved for official publications of the University which must strictly comply with the “brand”. This is to ensure that anyone picking up a publication will be able to tell immediately whether or not the publication is an “official” publication. In other words, that there should be no confusion of unofficial with official.

The editorial board did not want an academic journal to become confused with marketing brochures and wished to retain control over layout, design, and content. We have therefore followed the example set by Harvard Law Review and, more locally, The Canterbury Law Review and Lincoln Ventures Limited and dropped “University” from our title, while retaining Lincoln. Such geographic place-name branding is common and it saves on print and typing, which has to be good for the planet and our health.

The renaming issue is just one of many challenges that the students involved in the journal have faced over the first year. Skills have been honed in administrative processes, registering and obtaining an ISSN, copyright, establishing peer review processes, finding content, developing processes for peer review, proof reading and publishing. They have documented and archived the work and have written policies and processes to ensure each new editorial team is not starting from scratch.

And the journal has been successful – our readers’ feedback has been unanimously positive. At the official launch of LUPR in September 2009 I was able to report that the first volume had been circulated directly to at least 120 email addresses, it is distributed to school career advisors by the University marketing office, and the actual readership was probably closer to 500 throughout the world. Twenty-five staff and students have contributed in editorial/production or writing roles, and a further eight “outsiders” had also contributed. About sixty percent of articles submitted were published.

It is hard voluntary work, but I am confident the dedicated people involved will always look back on volume one with pride. Their future employers will benefit from the professional skills and experience developed through LUPR. Long may LPR (formerly LUPR) live!



Hamish G. Rennie, Editor-in-Chief (and a staff member to Lincoln University)