In a talk structured to encourage interspersed Q and A, I will discuss the dissemination of your physics results that follows the lab, the keyboard, and the desk. You communicate results through posters, talks, and papers in a cascading sequence that entails interacting with journal editors, referees, conference chairs, journalists, department chairs, deans, funding agencies, and others.

I will focus on this post-research collaborative process in physics, now in a state of flux in the age of social media and Google Scholar, primarily through the lens that is Physical Review Letters -- which published its first Letter sixty years ago.