

Handwriting practice lines consisting of 20 horizontal lines.



Editor’s Handbook for Special Area Groups of Educators

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Special Area Group of Educators affiliated with MTS

The Manitoba Teachers' Society recognizes and appreciates the efforts of SAGE members who, each year, dedicate hundreds of hours to the continuance of quality education in Manitoba.

The Manitoba Teachers' Society provides administrative and financial support to Special Area Groups and strongly endorses their work.

Services provided by the Society

Services described in this section shall be provided to the Special Area Groups of Educators, subject to staff workload, Society priorities and equipment limitations.

- 1. The following services shall be available without charge to the Special Area Groups of Educators:
 - consultative services from all departments of the Society
 - space in The Manitoba Teacher, as approved by the editor
 - use of rooms in McMaster House for meetings, subject to the availability of space
- 2. The following services shall be cost-accounted against the Special Area Groups of Educators:
 - printing of newsletters and journals on the basis of the deadlines arranged*

- distribution of newsletters, journals and other materials printed by the Society*
- maintenance of membership records
- collection of membership fees, such fees to be remitted monthly by the Society to each group, with statements issued to the treasurer of each SAGE. preparation of notices and special letters
- 3. Cost-accountable services in excess of a group's allocation shall be provided subject to the availability of staff time and to staff workload.

** The actual costs of materials and postage are cost-accounted against the group's allocation. At the end of each month, a statement of these charges is mailed to treasurers and editors.*

Publications

Various services are provided by the staff of The Manitoba Teachers' Society to assist SAGE editors in the production of their publications. About 95 publications—between 26 and 30 SAGE's—are produced annually at McMaster House. Staff also maintain membership and financial data.

There is a staff officer assigned to oversee all SAGE services. Any queries, comments or suggestions you may have regarding SAGEs may be directed to that person.

The publications department consists of a team of designers and editors that does the layout, some editing and provides special instructions for printing of journals and publications.

The Information Management team is responsible for maintaining SAGE membership lists and subscriptions, printing, and mailing of all SAGE publications.

The finance department is responsible for financial record-keeping.

To further assist editors, the Society sponsors a workshop on the preparation and scheduling of SAGE publications.

Costs of the publications are charged against each group's allocation. Contact your president to determine your SAGE allocation for the current year. All printing materials are supplied at cost, and job sheets are forwarded to SAGE presidents, treasurers and editors at the end of each month for their information, showing breakdown of charges including postage.

In 1995, the Society introduced new regulations regarding the printing of SAGE newsletters and journals.

The Society bears the cost of providing complimentary copies of all SAGE publications to The National Library, The Canadian Teachers' Federation, and other teacher organizations throughout Canada. In return, the Society receives copies of publications from some other provinces. The cost and arrangements of exchange of other complimentary copies are the responsibility of the Special Area Group of Educators.

Guidelines for advertisements

- All advertisements shall conform to MTS policy. Attention is directed especially to Governance Services (G.S.) VII. Public Relations - General; E. Advertising Policy - Principles (Policy Handbook). Governance Services (G.S.) VII. Public Relations - General; E. Advertising Policy - Principles

The Society advocates:

Purposes

- To advance the cause of public school education.
- To promote the interests of The Manitoba Teachers' Society.
- To provide information to the profession and the public.

Content—Any advertising placed by the Society or appearing in Society publications shall:

- a) Conform to the policies of the Society.
- b) Contain no statements that are false or misleading.
- c) Ensure a regard for public safety and shall not depict situations that might encourage inappropriate, unsafe or dangerous practices. (*AGM, 1986, p.73; Reaffirmed, 1992; Revised, 1995, p.54*)

Placement

- a) Advertising shall be judiciously placed in publications and media programs.
- b) The Society not advertise with any organization or company that is involved in a labour dispute.

- c) Advertising that appears in any publications of the Society shall be appropriate in its content and congruent with Society policy. (*AGM, 1991, p.48; Reaffirmed, 1996; Revised AGM 1999, p.25*)

Application of the Policy

- a) Where any doubt exists as to the application of the policy, the president of the Society shall decide. (*Reaffirmed, AGM, 1991; Reaffirmed, 1996*)

- Advertisements in SAGE publications shall be directly relevant to members of the SAGE.

- Advertisements in SAGE publications shall not compete with The Manitoba Teacher for advertising revenue.

- Approval and appropriateness of advertisements:

- a) All advertisements shall be subject to the approval of The Manitoba Teachers' Society.

- b) Where doubt exists as to the appropriateness of any advertisement, the Media Advisory Committee of the Society shall have the right to deny its publication and the editor of the publication shall be informed as soon as possible.

- All revenues from advertising shall go directly to the SAGE.

Printing facilities at McMaster House

InDesign, Illustrator, Photoshop, MS Word are used for all SAGE publications, giving much more facility for making changes, corrections and enhancing the overall page layout.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Schedules and time lines

In order to deal with the heavy volume of SAGE publications throughout the year, SAGE support staff prepare a production schedule early in June for the upcoming school year. The editors must request any modifications, including changes to dates and the types of publications that should be printed (for example, two newsletters and two journals instead of three newsletters) before the end of June. Editors must meet their deadlines so that we can provide the best service possible to all SAGEs.

It is expected that editors will turn over their materials to publications:

- five weeks prior to mailing date for journals which require typing or additional preparation for printing,
- four weeks prior to mailing date for newsletters which require typing or additional preparation for printing,
- two weeks prior to mailing date for journals and newsletters which are completely camera-ready, and
- two weeks prior to mailing date for printed newsletters and journals. Scheduled copy dates must be honored.

Don't delay submission of your journal or newsletter for a late contribution. Submit your material on time and use the awaited article in a later issue.

Reprinting copyright material

As an editor, follow these rules when reprinting an article or any part of an article from another publication:

- Request permission to reprint even if the material is not copyrighted.
- Always acknowledge the source and the article when reprinting.
- In asking permission to reprint (articles or photos), find out whether payment is expected from the original source.
- Do not make abstracts of articles without asking for permission.
- Note that some publications include a paragraph stating that published articles may be reprinted without permission as long as the source is acknowledged.
- Remember that photos and artwork are also somebody's "property" and permission must be obtained for reprinting.
- Newspaper copy, unless it is an editorial or by-line, is not copyrighted. It is still a matter of courtesy, however, to ask for permission to reprint. The Free Press and the Winnipeg Sun do request that you contact them.
- Titles cannot be copyrighted.
- Most cartoons are either marked with a '©' or bear the signature of the artist. These are not to be reprinted without permission.

Planning

Whether you are preparing a newsletter or journal, the following information may assist you. For our purposes, we define journals as publications of 12 to 32 pages, and newsletters as publications of a maximum of 12 pages. All publication pages must be divisible by four.

Getting started

As a SAGE Editor, you need to know as much as possible about your Special Area Group. Together with your SAGE executive, you should establish very clearly what kind of publication you want, how many issues you plan to publish each year, how much money your SAGE is prepared to pay for publications.

Together, you should answer the following questions:

- Who are your readers? What do they expect from your publication?
- What is the purpose of your publication? Advocacy? Idea sharing? Sharing of teaching tips? Information about events and activities of interest to members? Elevating the prestige of your SAGE?
- What format should be followed? Will you be expected to write an editorial for each issue? Will there be a president's page? Will your publication be submitted in camera-ready form?
- How much help can you expect from the executive, from members of your SAGE? Will contributors be members or experts outside your membership? Is it up to you to solicit material or just edit and make-do with what is submitted?

General plan

Draw up a general plan for the whole year's publications.

Take into consideration the calendar of events planned by your SAGE as well as other calendar-related events such as *I Love to Read* month, *Education Week*, *Person's Day*. Note upcoming conferences, workshops, and inservices of special interest to your readers. Any of these could provide the basis for feature articles. At the very least, they should be noted.

Aim for a balance of material within each issue and throughout the publication year.

Materials

Identify sources of materials which could be used. These may be people sources (membership, university staff, lecturers/presenters and the like), or print sources, such as field related publications. Be sure to request assistance from your membership in identifying and/or contacting above sources.

Materials may be solicited, unsolicited, reprints and/or adaptations.

- *Solicited material*: that which you request specific individuals to write on specified topics. This is usually the easier to handle. Make sure that your request indicates the desired length and the deadline for completion. This deadline should be at least one week prior to the production deadlines set up by McMaster House, to allow time for you to carefully edit.
- *Unsolicited materials*: those which are forwarded to you without request. Some difficulties may occur, such as:
 - ...uncertainty of writer's knowledge, credibility or skills;
 - ...submission time not suited to publication plan;
 - ...material may duplicate solicited material already in progress.

You are under no obligation to use unsolicited material or solicited material if it turns out to be unsuitable for your publication. You do have an obligation, however, to return all unacceptable manuscripts to the author with a brief note explaining why you decided not to use it.

If there is a possibility of using the material in a future issue, inform the author of your intent. If there is a possibility of reworking the material for a future issue, discuss this with the author and decide which of you will do the reworking.

Handle your authors gently. They are your most valuable resource.

- *Reprints*: if you want to reprint an article, simple courtesy dictates that you write well in advance to obtain permission. Under Canadian law, no particular registration procedures are required to establish copyright. Thus, the only safe assumption is that all material, including cartoons, is protected by copyright. (See Reprint information on page 18.)
- *Adaptations*: Adaptations, summaries, and short quotations are usually permissible, but be sure to explain the nature of your material and to give credit to the original source.

Directions

Whether you are submitting a camera-ready copy or a copy which requires additional work, be prepared to provide staff at McMaster House with clear, concise directions.

Following is a list of some areas that might require you to provide directions:

- Divide the material you are submitting for publishing into three sections:
 1. this material must be published in this issue in the order specified by the editor;
 2. this material must be published in this issue however the order is up to the desktop publisher; and
 3. this material does not have to go in this publication and can be used only if space allows.
- *Text input/scanning*: specifically delineate which material is to be typed/retyped.
- *Layout*: do you require assistance? On the entire publication? some part(s)? if so, exactly which sections?
- *Editing*: do you require assistance? which articles? for what purpose?
- *Covers*: do you have a stock colour preference? do you wish a change of stock colour?

- *Enlargements or reductions*: which pages? how much?
- *Back-to-back*: it is assumed all material is published back-to-back. If you wish some pages to be copied single-sided, you must indicate this.
- *Additional copies*: if you require extra copies for contributors or others, inform the publications department how many you need. MTS staff will print up to 50 extra copies. *If you will require more than 50 extra copies, please indicate this and the quantity needed to the publications department before the production schedule is finalized (for the following school year) in June.* It is the SAGE's responsibility to pick them up and mail them.

Preparing camera-ready copy

Camera-ready copy is copy that requires no additional preparation—not even headlines—for printing. The name ‘camera-ready’ defines the process. The material is photographed exactly as it is received. What you submit is what will be published.

If you submit camera-ready copy, the following suggestions may be helpful:

- MTS affiliation must be noted somewhere in your publication, usually inside the front cover
- Pages that need additional work done to them are not considered camera-ready (i.e., cover missing, page numbers missing).
- Include a Table of Contents where applicable. Be sure the page numbers on the table match the page number on which the feature is located.
- Covers for journals should have correct date and volume/issue number.
- Leave 1” or 2½ cm margins on both left and right sides of paper to allow for staples.
- Be sure every page is numbered. Numbers should appear at the top or bottom, .75” or 1 cm from the edge, centered on page. Do not number

pages at the sides, as they may be lost or hidden during stapling.

- Numbering should begin on the right page.
- Photos should be sharp and clear. Black and white photos reproduce best, although the reproduction process may cause the grey areas to become darker or lighter depending on dot gain.
- Headlines or logos that are in light print should be outlined in black.
- Use of page borders is discouraged. If borders are used on several pages, it must be professionally done. If you submit copy with borders that are not uniformly aligned, you will be given a choice of deleting the borders or being charged the cost of a layout artist to redo them. This will add to your cost and delay your publication.

Helpful hints

When your copy is complete, place pages back-to-back and hold them up to the light. Check for uniformity in:

- quality of print
- margin alignment
- page number alignment

Covers

- Each journal has a unique cover design. Your group may choose to alter the cover through a change in logo, font, print style or stock colour. Professional artists are available for this purpose.
- Inform McMaster House of stock colour when you submit your publication.
- McMaster House facilities produce good quality covers provided you use 70 lb. paper.
- If your group selects covers which are not compatible with McMaster House equipment either in weight or texture, they must have these printed and affixed externally. Any costs incurred are the responsibility of the SAGE.

Getting ready for print

There are two ways to submit material to the publications department for printing:

- submit copy requiring additional preparation
- submit camera-ready copy

The timeline for each is different. If you submit your publication by e-mail, your publications contact will advise you by return e-mail of the receipt of your document. If you do not receive a response, please follow up. As we all know, computers are not perfect.

Copy requiring additional preparation

What is involved in each of the tasks required to print the final compilation? To submit copy requiring additional preparation please supply electronic files, photos to be scanned, etc. in order to build the publication at McMaster House

Each of these is discussed below. Send all materials at the same time, as piece-mail can become lost and/or the timeline for the process can be affected considerably.

Photographs

When submitting photographs:

- show people doing something relevant to the topic,
- submitted photos should have colour as these reproduce best when scanned and adjusted for contrast for black and white reproduction,
- have sharp, clear images. If the subjects are not clearly defined, they will not reproduce clearly. GIGO: garbage in, garbage out.
- photographs are to be submitted in envelopes, indicating placement preference (ie: Photo A with “Solidarity story”) and a return address & contact.

- You may already have someone available to type your manuscripts. Single space, single returns with no styles selected. Articles may be submitted via e-mail or CD only. Any material submitted via CD will not be returned unless requested.
- Submit text as a Word file. A .doc or .txt. extension is preferred.

[illegible]

Layout

Publications can be greatly enhanced by a visually appealing layout. For the novice, this can prove to be an additional frustration. Publications Staff at McMaster house operates on a PC platform, and uses InDesign as their layout program, while using Illustrator and Photoshop as their images programs. Alternatives to doing it yourself include:

- submission to publications staff at McMaster House, allowing them to use their own discretion;
- working with publications staff at McMaster House to jointly plan;
- enlisting competent volunteers to do the layout;
- paying a commercial artist to do the layout. (The professional results and savings in time may outweigh the cost).

When doing layout, the following tips may be useful:

- Keep your format simple, uncluttered.
- Establish a consistent and appropriate image for your publication.
- Arrange materials in sections. Use section titles and headings to facilitate scanning.
- Some 'white space' is desirable. Fillers such as cartoons, drawings, quotes or the like, should be used when large amounts of empty space are evident. Keep in mind, publications have a maximum number of allowable pages. Too much 'white space' or use of fillers could be costly.

- line art (strict B&W photos) should be scanned in at 400 dpi and saved as a bitmap* TIFF format.
- photos should be at least 133 dpi.
- any vector images** created in Freehand or Illustrator should be saved as an .eps file.
- images need to be included on disk in a separate folder titled "graphics". A common misconception is if the image is represented on-screen (in the layout program) does not mean it is included with the file. Submission of a separate graphic folder is necessary to include to avoid pixelization of the final printed image.

* Image file sizes are dependent on dpi. The higher the dpi, the larger the file.

*** Vector image file size is dependent on the number of nodes present. The more nodes present in the Freehand or Illustrator file, the larger the file size.*

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SPECIAL AREA GROUPS OF EDUCATORS

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editor's handbook

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