



The
Manitoba
Teachers'
Society

Editor's Handbook for Special Area Groups



Editor's Handbook for Special Area Groups

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Guidelines for Advertisements

1. 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:

1. Purposes

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

2. 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)

3. 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)

4. 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)

2. Advertisements in SAG publications shall be directly relevant to members of the SAG.

3. Advertisements in SAG publications shall not compete with The Manitoba Teacher for advertising revenue.

4. 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, Publications 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.

5. All revenues from advertising shall go directly to the SAG.

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.

General plan

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

Take into consideration the calendar of events planned by your SAG 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.

Getting started

As a SAG Editor, you need to know as much as possible about your Special Area Group. Together with your SAG 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 SAG 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 SAG?
- 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 SAG? 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?

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. Publications staff at McMaster House may also be called upon to assist.
 - 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 SAG.
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Getting Ready for Print

There are two ways to submit material to McMaster House for printing:

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

The time line 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? There are two different ways to submit copy requiring additional preparation

- submission of materials (ie text files, photos to be scanned, etc.) in order to build the publication at McMaster House.
- submission of an existing digital layout, created using QuarkXPress, Pagemaker or InDesign, as well as any files (ie: photo image files) imported into the document.

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.

Submission Of An Existing Digital Layout

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 at McMaster House, allowing them to use their own discretion;
- working with Publications Coordinator 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.

Scanned photos & images

- line art (strict B&W photos) should be scanned in at 400 dpi and saved as a bitmap* TIFF format.
- photos should be no more than 133 dpi and saved as greyscale* a TIFF format.
- 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.

**greyscale and bitmap 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.*

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 2 1/2 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

Schedules and time lines

In order to deal with the heavy volume of SAG publications throughout the year, SAG 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, 2 newsletters and 2 Journals instead of 3 newsletters) before the end of June. Editors are urged to meet their deadlines so that we can provide the best service possible to all Special Area Group members.

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.

One helpful suggestion: 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.

