

## INDEX

1. Acknowledgements	I
2. Preface	II
3. Recommendations	
4. Terms of Reference	1
5. The Present System	3
6. Proposed Procedures for Publications	8
7. General Information Services	20
8. Editorial Services	27
9. Publications - Bilingualism	32
10. Sectoral Publications	35
Policy, Research & Evaluation	35
Education	39
Tawow Magazine	45
Economic Development	47
Information Services	52
Local Government	53
Personnel	56
11. Federal Government Co-Publishing Program	59
12. Indian Education Newsletter	60

### Appendices:

- A
- B
- C
- D
- E
- F
- G



ACKNOWLEDGEMENTS

The Committee would like to thank Mr. Eric Plummer, Chief, Graphic Design and Publishing Division, for his frank discussions on production procedures and how these affect the Program's publications.

We are grateful to Mr. Maury Williams, Head, General Information Services, who released two of his key personnel for meetings with the Committee, and for numerous hours in the preparing and compiling of data for the Program's 370 publications.

Excellent suggestions and recommendations were given by Ms. Clare Malboeuf, Supervisor, Documentation and Publications Control, and staffer, Ms. Marilyn Stevenson.

Appreciation is also extended to Mr. J.G. Georgiles, former Senior Editor, Central Editorial Services.

## PREFACE

From time to time during past years the Department has undertaken to "study" departmental publications. Effects of such studies have not been apparent in terms of publications, policy or directions on Program communications strategy and plans of actions.

With Program Information Services now a built-in functional support to the policy, operational and developmental sectors of the Indian-Eskimo Program, the assistant Deputy Minister instructed that Information Services, in its role of offering advice and communications knowledge, should examine the existing publications of the Program and the procedures for their preparation, approval and distribution and make recommendations.

As a result, a Publications Review committee was struck.

From the start it was understood, as the title of the committee suggests, that the committee's mandate was to develop a review of publications. The committee has labored under no illusion that the report was to be analytical in any scientific sense. Far from being a critical evaluation of program publications, this review is largely descriptive and reportorial.

## SUMMARY OF RECOMMENDATIONS

The Committee recommends that:

### Chapter 6.

1. In the interest of firmer control of publication costs and content by the ADM and the Directors General, the procedures for publishing set out in Section 6 of the Publications Review Report be adopted for the Indian & Eskimo Affairs Program.
2. Plans for each new publication be submitted to a Program Publications Committee which will examine the proposed publication's relevance to Program aims and objectives, the intended audiences and the estimated budget and make recommendations to the ADM and three sectoral Directors-General at headquarters. The committee be composed of a representative of each sectoral Director-General with the Program Publications Adviser (Assistant chief, Information Services) as chairman.
3. Completed manuscripts resulting from approved publication plans be submitted to the Program Publications Committee for approval as to content, and that production cost estimates and distribution plans be reviewed by the committee. The committee be empowered to engage referees expert in the field dealt with in the manuscript to furnish any opinions necessary with respect to the professional validity of the contents of the work. The committee's recommendations constitute the basis for the approval to publish of the ADM and sectoral Directors-General.

4. Systematic procedures for publications be adopted to improve quality control, budgeting and production. The publishing procedures cover contingencies from the moment of conception of a publication through to the finished product.

5. The present publication and authorization form (D.D.42) be withdrawn and a new form be substituted, designed to include (a) all publishing requirements; and (b) all related costs; and, with respect to both cost and content, provide for the appropriate signatures of Program Publications Adviser, Directors, Directors-General, the Assistant Deputy Minister, or their delegates.

6. Information Services act, in agreement with and on behalf of the originating Branch, in the selection of a publication writer or writers, the rates of pay, and all standard contractual arrangements. Information Services ensure that the terms of the contract are honoured.

7. The same selection and contractual procedures apply to illustrators on contract. Illustrators be chosen by Information Services in consultation with the Departmental Production Staff. Indian artists be selected wherever possible from the Program's extensive bank of Indian artists and illustrators.

8. The Program Publications Adviser (Information Services) exercise final responsibility in awarding contracts to designers, typesetters and printers, after obtaining the advice of the Department's Chief of Graphic Design and Publishing.

9. The Program Publications Adviser take steps to encourage Indian designers, typesetters and printers to bid on Program publications. As a matter of policy, Indian individuals and companies be given a preference of 10 per cent above the bids of non-Indian bidders.

10. Where conflict arises between the designer and the Branch, the Branch representative will select the final design.

11. Where publication cost estimates are exceeded or extra costs are anticipated, the Program Information Officer be notified without delay in writing. All such costs be submitted for approval to the Program Information Officer, acting on behalf of the Branch, before they are incurred.

12. Authority to distribute a completed publication be given by the Program Director and Director-General or the Assistant Deputy Minister.



## Chapter 7.

13. The Indian-Eskimo Program produce more publications to meet the demands of the general public, especially for students, for simply-presented fact sheets and backgrounders on Indian history, culture and education.

14. A Communications Research Unit be re-established in the Departmental Services.

15. General Information Services distribute all Program publications, and be properly equipped to do so.

16. A well-qualified specialist be immediately contracted to design a distribution system and mailing list for Indian News.

## Chapter 8.

17. The augmented responsibilities of Program sectoral information officers, and the obvious requirement to produce Program publications of the highest calibre, be accepted as justification for re-establishment of a central editing service. A French Editing Service already exists. The proposed editing services take over the multiple mechanical stages of a publication in progress, with the proviso that, as with other central services, the Program representatives are the final arbiters of manuscript changes.

## Chapter 9.

18. Production schedules provide for the time consuming steps of translating and editing, as a method of minimizing the time lag between completion of French publications and English publications. The translation process commence with the first acceptable draft manuscript of the publication. Minor changes can be incorporated later.

19. The Program Publications Adviser be represented in all discussions of the type of bilingual publication required, and the scheduling for it.

20. Last minute editorial changes or additions in the other official language always be approved by the Program Publications Adviser in order to maintain quality control.

## Chapter 10.

X 21. A revised version of the Historical Development of the Indian Act be produced as soon as possible by Policy, Research and Evaluation Sector, to meet requests of the general public and Indian Bands and Associations.

X 22. A revision of "Indian Status - What is the Present Law?" be produced for distribution as early as possible in the 1977-78 fiscal year.



23. The publication, The Jay Treaty 1974, Treaty of Amity, Commerce & Navigation, be re-written to answer enquiries from the general public and school communities.
24. The Indian Education Newsletter, be produced on a regular basis, with contents expanded and a primary audience of teachers engaged in educating Indian students.
25. An Editorial Board to regulate content be instituted with representatives of the Director of Education, Operations; Director of Education, Program Development; Program Information Services; National Indian Brotherhood and the Head of Curriculum Development.
26. The cultural magazine "Tawcw" continue to be published by the Cultural Development Division of the Education Directorate.
27. The Program take steps to produce more publications on Indian people which are geared, written and presented for children of primary school age, in light of heavy demand.
28. Serious consideration be given to scrapping booklets on Indians by geographical regions and substituting a new series treating Indian history along cultural and linguistic lines.

29. All Branches of the Program be made aware that research, especially cultural and historical research of Indian peoples, should conform to the highest standard of scholarship and objectivity.

30. The Program participate, where applicable, in the Federal Government Co-Publishing Program so that Program publications may enjoy the widest possible market exposure at the lowest possible costs.

31. The Indian News Re-design proposal be implemented according to recommendations, pp.12 and 13, Appendix G.

### TERMS OF REFERENCE

The committee's terms of reference called for an evaluation of all program publications as to their relevance to the program's aims and objectives, plans and priorities. In addition, the terms of reference required that the committee evaluate the procedures for publishing, from the point of conception through distribution. Cost and content control were to be examined as well.

### APPROACH AND METHODOLOGY

In preparing this review, the committee met representatives of Departmental Graphic Design and Publishing Services and General Information Services with respect to procedures.

This paper outlines the procedures now being used, with a view to identifying areas in the production stages, approval routes and distribution processes which could be strengthened.

Weaknesses, particularly in production and distribution procedures, were legion.

Since responsibility for the substantive content of policies and programs rests with the Branches of the Indian-Eskimo Program, each Branch was asked to report on their own publications. A form was designed to describe the title of the publication, the objective of the publication, the intended audience, the number distributed, and the stock balance. (See Appendix A.)

In commenting and recommending on publications, the Committee took into account not only the stated desires of the Branches, but also the goals and objectives of the Program laid down by the Directors-general of Operations and of Program Development. (Appendix B.)

A further methodology of the Report was the examination of all directives relating to publications, notably departmental directives #42 & 75 (DD 42 and DD75). (Appendix C)

### THE PRESENT SYSTEM

The dominant weakness of publishing practices of the Indian-Eskimo Program is that there is no policy at all. The Committee makes the point now, and will reinforce this theme throughout the Review, that publications should no longer be authorized without supporting narratives. Such narratives should include the full details on the marketing intent for the publication, full details of cost, the identified audience for the publication, and the purpose - in accordance with Program and Branch aims and objectives.

The Publications Review Committee has pinpointed a number of other weaknesses in the present system. In the beginning, the Committee was faced with the rather awkward task of collecting important data on all IEA publications. This had to be collected from a variety of sources: Departmental Distribution for statistics; Departmental Production for costs, and the Program Branches for missing information.

In effect, the Committee found some difficulty in determining the current cost and content control procedures. This is not to say Program units were not in all cases controlling cost and content, rather it reflects on the inherent weaknesses in overall Program control in the present system itself.

The following proposals with respect to publications will enable senior Indian-Eskimo Affairs managers to control all the costs, and content of all publications originating in the Indian-Eskimo Affairs program.

In the context of cost control, the committee found that it is difficult to obtain a complete cost picture because the records were scattered among various branches and the complete figures were not reflected in any single document.

In the committee's opinion, a breakdown of the estimated or anticipated costs should accompany every proposal to undertake a publication and a breakdown of paid or committed costs should accompany every application for content approval and distribution authorization. These costs are essential ingredients in any decisions by the ADM or Directors-General whether to proceed with a publishing project, as well as whether value was received for Program funds.

The costs referred to include the creative costs for writing, illustration and photography and production such as design, typesetting, color separations and printing and the special charges for out-of-house translation.



In the course of the present review, the Committee observed the following:

- a) The DD42 did not always include financial codes, and financial codes when used, were inappropriately assigned.
- b) A justification or purpose for the publication was not always recorded on the DD42.
- c) The present form makes no provision for recording the intended audience, and
- d) There is no provision for a break-down of estimated costs.

More importantly, the Committee found that currently there is no established approval route for publication content. A study was made of some 300 Publications Authorization Forms.

The committee recommends that Directors, Directors-General and the ADM should approve content and cost of publications by signing appropriate authorization forms. This is not now the case with the DD42 which makes no provision for such signatures.

The Publications Review Committee has undertaken to propose a number of procedures for all Indian-Eskimo Affairs publications. In this manner, senior managers could maintain a firmer control of all publication costs and content in future. The importance is obvious of content control in the avoidance of policy conflicts and of cost control in the management of increasingly scarce resources.

The ADM and Directors-General will be unable themselves to read every manuscript before giving content approval, or to examine in detail every publishing proposal and associated costs. They will wish at times, perhaps most of the time, to delegate.

Therefore, the committee recommends that the method of delegation employed be one of a Program Publication Committee under the chairmanship of a Program Publication Adviser (proposed in the Information Services re-organization to be the Assistant Chief, Information Operations). The committee would be composed of a nominee of each of the three headquarters Directors-General. The committee would recommend whether a publishing proposal be approved. It also would be empowered to obtain expert opinion on the merit of the substantive content of a prepared manuscript before recommending to the ADM or Directors-General that publication and distribution be undertaken.

Approval of a publishing proposal would enable all the elements of the proposed publication to be assembled -- the manuscript to be written, illustrations to be done and photos to be taken or selected.

Content approval would occur after these elements were assembled and cost estimates were obtained. It would constitute authorization to publish.

## PROPOSED PROCEDURES FOR PUBLICATIONS

This section attempts to recommend relationships among the Program Publication Adviser, the Departmental Directorate, and the central Production staff, in the planning, production and dissemination of publications as they relate to the Indian-Eskimo Affairs Program.

The intent is thereby to carry out the objective of Program management of Program resources within the concept of a decentralized Department.

This paper also attempts to describe relationships between Program and Departmental Services as they have been operating to date and to recommend changes to ensure quality control, better budgeting and speedier production. It is, among other things, intended to enable the responsible Director-General and the Assistant Deputy Minister of the Indian-Eskimo Affairs Program to approve the content and budgets for publications at appropriate stages.

Adoption of these procedures will encourage managers to take a systematic approach to publications based on Program needs and objectives; will clearly define the role of Information Services, the Program Directorates and Departmental Production in planning, and will institute a firm system of approvals for content and cost for managers up to the Assistant Deputy Minister level.

1. Conceiving the Idea. Initially the idea for a Program publication will originate in the Branch, either at Headquarters or in the Region, perhaps even at the District level, or in Information Services. The proposed publication should be discussed with the Publications Advisor in Information Services at an early date. If the publication meets a defined Program need and is consistent with Program objectives, tentative production schedules are established, pending approval of the publishing proposal by the ADM or Directors-General.

2. Publications Advisor. In putting forward a publishing proposal, the Branch Representative must indicate the (1) purpose of the publication; (2) the intended audience; and (3) the budget available from Branch funds. If the proposed publication, or any of its components, is to be done on contract this will be discussed at this stage. This then is submitted by the Program Publication Adviser to the Program Publication Committee for project approval.

3. Writers on Contract. Information Services may write the intended publication or contract the writing to a private individual on behalf of the originating branch. The terms of the contract will be established by Information Services in agreement with the Branch. Both should agree on the writer or writers to be employed and the rates of pay, which may vary depending on the complexity of the writing involved. Copies of the contract will be filed with Information Services and the Branch. Information Services will ensure that the terms of the contract are monitored and adhered to. The cost of the contract will be a charge against funds of the originating Branch transferred to Information Services budget.



4. Illustrators on Contract. Where illustrations are required, these may be obtained on contract before turning the material over for production. For publications intended primarily for Indian audiences it is desirable that Indian artists be retained on contract to do the illustrations. Names of available Indian artists can be obtained from the Cultural Affairs Division of the Education Branch. Sample illustrations should be obtained by the Program Information Services from several Indian artists to ensure the best quality and price for the work. The terms of reference for these contracts will be drawn up by Information Services in consultation with the Branch and the writer, where applicable. It is advisable for Information Services to consult at this stage with the Departmental Production staff re: their requirements, which would form part of the contract with the illustrator. Information Services will ensure that the terms of the contract are monitored and adhered to. The contract will be a charge against funds of the Branch which initiated the project.

5. Photography on Contract. Under no circumstances should amateur photography be accepted for publications ; for black and white or color photographs, use professionals. When a Regional Information Officer cannot provide photos from the field, Information Services may arrange for professional services in the region through the Government Photo Centre. Fees for professional photography will be a charge on funds of the Branch involved. When contracting to professional photographers it must be stipulated that all negatives become the property of the Department of Indian and Northern Affairs. All negatives will be kept in the Department's Central Photo Library for use by other parts of the Program, or of other Programs. The terms of the contract will be set forth in consultation with the Branch involved.

6. Translation. As soon as a complete draft manuscript is available and there is reasonable certainty that changes will be minimal, it is to be sent by the Program Publications Adviser for translation into the other official language.

7. Formulation Meeting. A "formulation meeting" is set up once all material has been gathered by Information Services and the manuscript has been edited by Information Services. Prior to this stage all content has been translated into the other official language; all illustrations are available; and all photographs (if needed) are available.

The following persons should be present: Branch representative; Information Officer; Departmental Production Officer; illustrator and writer.

The purposes of the meeting are:

- a) To turn over the material to the designer in the presence of Departmental Production Officer;
- b) To discuss the intended audience;
- c) To discuss the design elements required or desired;
- d) To discuss the format (i.e. booklet, chart, folder, pamphlet, map, etc.)
- e) To discuss the quantity required;
- f) To discuss the language requirements;
- g) To discuss placement and number of illustrations;
- h) To discuss the number of photos, sizes and use of color;
- i) To discuss the use of color throughout;
- j) To discuss paper stock to be used (gloss, weight, size); and
- k) To define the purpose of the publication as it should be reflected in the final product.

Once this information has been established and agreed upon, the Departmental Production Officer will be asked to submit to Information Services an estimate of the total costs of the project. These plus the manuscript, illustrations and photos are then submitted to the Program Publication Committee for content approval and authority to publish.

8. Requirements Sheet. The responsible Program Information Officer shall prepare a "requirements sheet" for the publication. See attached Appendix D.

9. Choosing the designer, typesetter and printer. It is the responsibility of the IEA Program Publications Adviser to decide on the award of contracts to designers, typesetters and printers following receipt of recommendations from the Department's Chief of Graphic Design & Publishing. The Departmental Publishing Officers will make available on request to the Program Publication Adviser all bids made on tenders. In the interest of obtaining the best possible price and quality, and to fulfill Information Services' responsibility to manage IEA Program financial resources effectively, final responsibility for matters affecting Program publications rests with the Program Publications Adviser.

10. Consideration to Indian designers, typesetters and printers. The Program Publications Adviser will take steps to ensure that Indian designers, typesetters and printers are encouraged to bid on Indian-Eskimo Affairs publications. Once bids have been received, it will be the policy of the Indian-Eskimo Affairs Information Services to accept bids by Indian individuals and companies up to ten percent higher than those from non-Indian bidders, where quality of work is comparable.
11. Estimates. Based on the formulation meeting and the requirements form, the designer will supply an estimate to the Departmental Production Officer.
12. Budget Requirements. The Departmental Production Officer will be asked to provide a firm estimate on design, typesetting and printing to the responsible Information Officer, who will ensure that at least three tenders are considered. The Departmental Production Officer will be expected to explore all avenues with the aim of reducing costs while maintaining an acceptable degree of quality. See "Budget Requirements Form". Attached Form "E".

13. Publication Authorization Forms. Once the estimates have been received and the Information Officer is satisfied that this is the best possible price for the publication, he/she will prepare Publication Authorization Forms including (DD42). Appending the Requirements Form and the Budget Requirements Form to the DD42, he/she will forward it to the Branch Representative for Director approval. The Branch representative and the Director will indicate their approval by signature to the DD42.

14. All the publications records, including the finished manuscript, then are submitted to the Program Publications Committee for Director-General and ADM content and publishing approval recommendations. This must be completed before design, typesetting or printing work is started.



15. Creative meeting. Once all the approvals have been obtained, the Information Officer and Branch Representative will meet with the designer and Departmental Production Officer. All final text is submitted at this stage together with all illustrations and photos. A schedule is drawn up by the Departmental Production Officer and distributed to the information officer; branch representative; designer; typesetter and printer. Agreement shall also be made on approvals of the various stages of production i.e. proofreading -- Information Officer; page proofs -- Information Officer and Branch Representative; blueprint -- Information Officer and Branch Representative.

16. Design Problems. The Branch Representative is to be consulted on all aspects of design when it diverges from that agreed upon in the "creative meeting".

A family format has been agreed upon for the Indian-Eskimo Affairs Program. The approval of the Assistant Deputy Minister is required for any divergence from this format and is obtained through the office of the Chief of Information Services.

Where there is disagreement between the designer and the Branch representative, the views of the Branch representative must take precedence.

17. Over-spending. No one but the Branch representative or his delegate may authorize over-spending by Production Services. The Departmental Production Officer responsible is expected to warn the Information Officer as soon as he foresees over-spending on the estimates. The extra funds required must be justified in writing and authorized before work progresses by the Branch or Program Information Officer acting on behalf of the Branch.

This includes all aspects of the project i.e. design, typesetting and printing.

18. Under-spending. This should be reported as soon as a publication has been completed to the responsible Information Officer who in turn will inform the Branch representative.

19. Extra costs. Extra costs such as air freight costs for shipping must be approved in advance by the Branch absorbing the costs, or on the Branch's behalf by Information Services. No funds may be expended without prior written approval of the Branch involved through Information Services. If a Departmental Production Officer must travel in connection with a specific publication he must have prior written approval obtained through Information Services if he plans to journal voucher the travel costs to the Branch.

20. Approvals to distribute. Once printed, all publications must have approvals from the Program Director and Director-General or Assistant Deputy Minister before distribution. A memo is drafted by the responsible Information Officer and sent to each for their approval to distribute. Such memos should detail the number printed and total cost and the responsible Branch.

Once authority to distribute has been received, the Departmental Distribution Center (Room 304) is notified simultaneously with the Departmental Production Officer responsible. Any special instructions and limitations on distribution are given at this time.

21. Artwork storage. It is recommended that all artwork be stored by the responsible Departmental Production Officer to avoid loss or damage. Decisions as to what must be retained will be made by the Program Information Officer.

22. Mailing Costs of mailing are a charge on the responsible Branch.

Some effort and financial resources should be devoted to develop and co-ordinate central automated mailing lists for the Department.

## GENERAL INFORMATION SERVICES

Clearer lines of communication and the streamlining of procedures are essential between the Departmental General Information Services and Program information officers.

### Publications and Target Audiences

The Program officers who respond to the communications needs of their Program should be aware that General Information can be a useful barometer of the public (Indian and non-Indian) need for information. The Program should be aware that target audiences and special publics can be validly identified by those responsible for contact with the public. As a principle of operation, the Program should be in close touch with Departmental distribution services both to identify audience needs and monitor developing trends.

According to Departmental Information Services there are repeated demands for publications aimed at the primary school audience. There are several "restricted to Indians only" publications which could be made available to the general public. Such publications as Indian-Inuit Authors; Indian Summer; and the Hawthorne Report are a few that should be considered for wider distribution.

Departmental General Information has long complained about the limited number of Indian and Eskimo publications for general distribution. It would therefore seem logical that those publications which are already on the shelves and which may be suitable should enjoy the widest possible distribution.

#### Audience and Modes of Distribution

There appears to be some confusion as to the three modes of distribution applied to Program publications.

Publications may be general, that is available to any member of the public on request; restricted:- to selected personnel or special publics; and sold - where a publication originates in the Program and sold on our behalf through the Department of Supply and Services.

There are cases where the DD42 instructs a "restricted" audience. Such instructions have been frequently rescinded by the Branch Information Officer, but only verbally. Not only does this create cross-purpose communication between the central general information service and the officer involved, but it violates a basic precept of how a publication should be conceived. In other words the intended audience is a vital element of the marketing plan prior to publishing. Only in rare cases should the audience marketing intent be changed.

There are several instances on the publications authorization form itself where the intended audience instructions are contradictory. A classic example of this is "Recettes typiques des Indiens". This publication, in French only, is intended, according to the DD42, "to meet requests from the public for French language Indian recipes". Under "other marketing intentions" the instruction on the DD42 is to "distribute selectively to senior officials and to native people". This kind of confusion raises the question that the rationale for the publication must have been dubious from the start.

Finally, the Committee has discovered instances where publications, received in General Information Services, have never been distributed. "Building Better Communities - Housing (75,700 copies) and "Bâtir de Meilleurs collectivités - Logement (6,400 copies) sit on the shelf. These publications, never distributed, are now obsolete as a result of policy changes with respect to Indian housing.

#### PUBLICATIONS CONTROL

Establishing volume requirements for publications should involve the co-ordinated efforts of Departmental Information Services and the Program information officer to ensure that the Program's intentions are carried out.



At present no satisfactory controls are in force over the computer Master Inventory of listings of publications. Included in this listing are minimum re-order levels (dangerous stock) and balance of stock on hand.

Where stocks are registered as low, appropriate direction from Program information officers should be initiated and communicated to the Departmental Information Services. Conversely, the Departmental Information Services should provide an average of the distribution pattern over the previous three years on all stocks identified to be at dangerous level.

In addition, should a publication be deleted, and where there has been substantial demand, Program Information Services should consider producing an alternative publication provided such action is in accordance with current Program aims and objectives.

### Dormant Publications

At the present time there are 31,740 copies of The Canadian Indian-Québec and the Atlantic Provinces, and 37,000 copies of The Canadian Indian-Yukon and the Northwest Territories.

This heavy stock results from an unrealistic projection of annual requests for these publications on the part of a Program Information Officer. The result is that these two publications, currently represent an investment, at a printing cost per unit of .45 and .40 cents respectively, of dormant publications in the amount of \$28,405.00.

To fill a need for general information material and in view of the fact that sales of this publication have been slower than anticipated, instructions were issued to make free distribution. Efforts should be made to make more realistic market assessments. This is difficult without a proper market research unit.

### Distribution Procedures

There are several deficiencies in the distribution procedures. The first concerns the fact that the Education Branch controls and distributes some of its own publications without reference to Distribution Services. With the centralization of services in support of the Program, General Information Services should distribute all Program publications.

The second major irregularity is the grossly confused distribution pattern of Indian News. The Indian News mailing lists, which are currently inaccurate and incomplete, are handled by three different departmental personnel, none of whom is attached to distribution; in fact they are detached from the Program itself.

In addition there is no system of reporting and no way of guaranteeing that Indian News in all cases reaches the intended destination. There is alarming evidence to suggest that bulk mailings of Indian News have been dumped in regional and district offices and never distributed down the line.

A confused pattern of distribution and de-centralized services are not in the interest of Program effectiveness. It is critical, especially in the case of Indian News, that an immediate overhaul of mailing lists and distribution procedures take place. A highly qualified specialist is urgently needed to design and develop a system that will work to ensure that an important Program vehicle like Indian News is delivered to the Indian client.

### EDITORIAL SERVICES

With Program sectoral information officers more and more involved in management of the communications, information and public relations activities of the Indian and Eskimo Program, a central editorial service is a critical need. The original English service was disbanded for lack of use in 1975. The French-language editorial service still functions.

Editing and proof-reading are very special skills and are crucial to quality control. It makes little sense to spend \$25,000 on a publication and not ensure against the possibility of mechanical error.

Manuscripts submitted to information officers are often incomplete, and in certain cases rife with factual and grammatical errors. Conclusions are often unsound.

The proof-reading of galleys and page proofs, the monitoring of photo-mechanicals, paste-ups and blue prints are but a few of the mechanical procedures carried out by information officers, along with a myriad of other tasks. Quality is bound to suffer.

Proof-reading alone is a specific skill and no publishing house would be without one. Since the Program is the publisher, and assuming that no immediate departures from traditional publishing methods are anticipated, the services of a proof-reader are essential. When done properly, it takes two people to read proofs: one reads the galley against the manuscript, the other holds copy. That procedure is never reversed and the possibility of error is remote.

Editing, proof-reading, related production activities - and the co-ordination of such activities with Graphic Design and Publishing Division, are time consuming in the extreme. New procedures (based on the assumption that an editorial service will be revived) should be instituted as follows:

#### PROCEDURES

1. Manuscripts intended for publications, compiled or written in the Program, are forwarded to Central Editorial for initial editing.
2. The edited copy is returned to the originator for approval of editorial changes and comments.

3. The manuscript is prepared for publication together with illustration material.
4. A formulation meeting is held and estimated costs obtained.
5. A publications Authorization Form is completed and a creative meeting attended by originator and representatives from their information support staff. Also in attendance at this meeting would be representatives from Central Editorial and the Graphic Design and Publishing Division. Design requirements would be drawn up together with a publishing schedule.
6. Three sets of galleys and page proofs are requested. These are sent to Central Editorial for processing. One copy is sent to the originator for information and opportunity to institute "author's revisions" brought about by new developments since preparation of original manuscript.
7. One copy is proof-read in Central Editorial. Author's changes are incorporated on the Master copy together with typographical corrections. This copy is returned to the printer.
8. Revised galleys when received are proof-read in Central Editorial and a copy sent to the originator for information. The approved Master copy is sent to the printer for preparation of the page proofs and layout.



9. The page proofs are read in Central Editorial and a copy forwarded to originator for information. The master copy is then returned to printer for preparation of camera-ready copy.
10. The editor checks the camera-ready copy to ensure that it is correct and complete and indicates approval.
11. The final stage before printing is the blue prints. The editor checks these for general accuracy i.e. correct placement of illustrations and good reproduction.
12. When assured that the copy is satisfactory the editor approves it for printing.

#### ADVANTAGES

A Central Editorial Service would be responsible for ensuring the effective control and quality of all publications in both official languages.

PUBLICATIONS - BILINGUALISM

The Official Language Act, which came into force on September 7, 1969, states that "the English and French Languages are the official languages of Canada for all purposes of the Parliament and Government of Canada and possess and enjoy equality of status and equal rights and privileges as to their use in all the institutions of Parliament and Governments of Canada".

A Departmental directive, (DD-72) specifies that all publications intended to be distributed or sold to public must be printed in the two official languages.

Over the past years, application of this directive has been the source of many inconveniences and of many delays in the completion of publications.

Almost all DINA publications are written in English. In the past, the traditional way of proceeding was that, when final approvals of the manuscript were obtained, the English version was printed and after that the concerned people would decide "if" a French version was to be printed.

When there was a French version, it became available only a long time after the English in most of the cases. The new directive for bilingual publications created many problems because in most of the cases, the initiators of publication projects did not change their ways. Writing was done in English and too often the translation was started only when the English version was ready to go to printing. The blame for delays was placed on the French version, rather than on the failure to adapt to the need for bilingual publications.

To avoid such situations, the following procedures should be adopted:

- The needs for a bilingual format or separate English and French versions should be identified at an early stage, preferably when the writing and production of a publication begins.

- Production schedules for all stages should allocate for translation and editing of the French version.

- As soon as a good draft of the English manuscript is completed, copies of it should be forwarded to the Publication co-ordinator in order that the translation process begins. It is faster to make minor changes in the translated manuscript than to translate the final version of the manuscript. This translation can be done while the English manuscript is being polished and approved by senior managers.

- The Program's bilingual requirements are a specific responsibility of the Program Publications adviser who must be represented in discussion of the type of bilingual publication and the production schedules.

- Last minute editorial changes or additions in the other official language should always be approved by the Co-ordinator of Program's bilingual requirements or the Editorial service.

## SECTORAL PUBLICATIONS

### POLICY, RESEARCH AND EVALUATION

In the absence of specific goals and objectives for the Policy, Research and Evaluation Branch, the Publications Review Committee confined their evaluation to those publications falling within the purview and mandate of this Program Sector. In total, there were seven publications produced since 1969 which fit under the broad heading of Policy, Research and Evaluation. Each will be dealt with separately according to recommendations made by PRE.

#### 1. Government Statement on Indian Policy, June 25, 1969

In 1969 there were 50,000 copies of this publication printed which provided "a comparison with remarks recorded at consultation meetings on the Indian Act". Policy, Research and Evaluation have requested that the Department discontinue distribution on the premise that "we have a revision under way which will remove subjective judgements and inaccuracies." In effect, the 1969 White Paper was repudiated by Indian people and withdrawn by the government.

The Publications Review Committee recommends that consideration be given to combining the new Approach to Government-Indian Relationships paper and the Minister's speech to the Ontario Chiefs into a clearly-worded replacement publication for the above. On the instructions of the ADM, IEA, Information Services is now preparing such a document. It has taken steps to have the 1969 White Paper withdrawn from distribution.

2. The Historical Development of the Indian Act.

Originated in 1975, this publication has had a limited circulation of 95 at the cost of \$900 and was originally intended "to provide departmental staff with information on the Indian Act." It is the recommendation of Policy, Research and Evaluation that this publication be discontinued. The entire paper is being rewritten and no more copies of the current edition should be released. Steps were taken to withdraw it from distribution.

It is the recommendation of the Publications Review Committee that upon completion this revised publication should be made available to, among others, all bands, councils and Chiefs and Indian Associations across the country. It would also be of interest and value to all universities currently conducting Native studies courses, and will be invaluable to distribution to answer inquiries from all sectors of the Canadian public.

3. Indian Status - What is the Present Law?

Since 1973, this fact sheet has been used to answer 5,688 enquiries from Indians and the general public on Indian status. It was initiated at the height of the Jeanette Lavell controversy, and enquiries have diminished since her loss in the Supreme Court of Canada.

It is the recommendation of Policy Research and Evaluation that current distribution of this fact sheet should be discontinued and that it "should be revised by someone knowledgeable: law."

It is the recommendation of the Publications Review Committee that this revision be made available as soon as possible in the new fiscal year to answer general inquiries on the subject. As long as there continues to be provision in the Indian Act for Indians to become enfranchised, the Department can expect enquiries on who is and is not an Indian under Canadian law.

4. Publications Approved for Distribution

Policy, Research and Evaluation has approved the following publications for distribution:

- a. The Jay Treaty 1794. Treaty of Amity, Commerce and Navigation. Controversies surrounding the Jay Treaty as it affects border crossings of Indians between U.S. and Canada have existed almost back to the signing. It is the recommendation of the Publications Review Committee that Policy, Research and Evaluation should provide a more succinct and more readable text for publication to answer enquiries from the general public and the school community on this subject. This is especially recommended since the NFB continues to make available for showings a film on this subject entitled: "THIS IS INDIAN LAND".



- b. The Indian People and the Indian Act. Since 1973, a total of 787 copies of this publication have been distributed.
- c. Background Paper: History of Indian Policy. Since 1973, there have been 3,332 enquiries for the French and 6,541 in English for this fact sheet. It is the recommendation of the Publications Review Committee that, as occasions arise, more of this type of information (perhaps in this format) should be made available to answer enquiries from Indians and the general public.
- d. The James Bay and Northern Quebec Agreement. To date there have been 338 distributed in French and 620 in English.

## EDUCATION

The Publications Review Committee studied in detail the 65 publications currently being distributed under the auspices of the Education Branch to ascertain whether they conform to current goals and objectives of the Branch which are:

### I. Education: Program Development

"To develop policies and programs with Indians which will fulfill the Minister's educational responsibilities under the Indian Act and other authorizations, and which will promote:

A) Cultural Identity; and

B) Indian Control of Indian Education."

### II. Education: Operations

"To make provision for cultural and language inclusion in the curricula of the federal schools, provincial schools and locally controlled schools attended by Indian children and to do this in conjunction with the efforts of the Indian people."

Generally speaking, the Publications Review Committee found that no Education publication contradicted the goals and objectives of the Indian-Eskimo Affairs Program. On the contrary, the Program Development and Operations Directorates make concerted efforts to foster cultural identity through the school curricula, especially in the area of native language, teaching aids, and materials useable in federal, provincial, and locally controlled schools where Indian children are in attendance.

A variety of materials has been developed and efforts have begun to encourage the development of more curriculum material in this area in the coming year. Of particular note are the following publications which will be useful to and welcomed by, native language teachers throughout the country, and Indian people interested in the preservation of their language:

1. A Notebook for Native Language Teachers ... A first-rate, detailed Teacher's Manual useable by any native language teacher.

2. A core kindergarten program for teaching an Algonkian language as a second language. A teacher's manual with sequential learning experiences outlined for the introductory year of language learning. This will be followed by similar guides for each year up to and including Grade 6. Negotiations are currently under way to develop a similar series for Iroquoian languages and eventually, each of the 10 major linguistic groups.
3. A syllabic typing course has been developed and available materials include an Instructor's Manual and Students' guides to Olivetti's 1112 and 1115 typewriters, Western and Eastern syllabics. Currently being developed are similar guides for Inuktituk syllabics.
4. A map of linguistic affiliations ... Under the direction of Mr. Ubald Laurencelle and with the assistance of the Department of Energy, Mines and Resources, the Program, can expect some results by July, 1977. It promises to be useful curricula material for every school in Canada. Consideration should be given to informing Provincial education departments of the availability of this map and request their help in determining the demand. In this manner, an adequate printing can be ordered, and economies achieved.

5. About Indians ... Now into a fourth edition, About Indians lists approximately 2,500 publications written by or about Indians. An excellent source with annotations by Indian university students, it should be available in most libraries throughout the country. Plans call for an update every two years.

The Education Branch has also developed a series of three publications for the general public which outline the kindergarten, elementary and high school programs, assistance and curriculum available to Indian students in both Federal and Provincial schools. They are:

1. Nestum à Kesikak: The first day
2. Opikawak: They Grow Up; and
3. Kekuhegun: A Milestone

For the Department and other potential employers the Operations Directorate provides a yearly listing of Indian university graduates. The Program Publications Advisor will review current distribution and ensure that it is distributed widely to all potential employers in government and the private sector. In keeping with the department's commitment to increase employment opportunities of Indians and Inuit, a special promotion of this publication is being planned.

### Future Thrusts for Education Publications

Education Branches have invested considerable effort and financial resources in fulfilling its mandate to develop curriculum materials and help to preserve Indian languages. There is every indication that this should and will continue. The Publications Review Committee recommends that the Education branches develop a similar interest for two specific additional publics, namely teachers and students.

### Students as a Target Audience

Each year the Department receives thousands of requests for information on Indians, particularly from students ranging from elementary grades to university. There is currently very little material available to send to younger students. With the increasing number of Indian students going into public schools throughout the country the interest in Indian studies has grown considerably. For the benefit of these students and to give a more accurate and recent picture of Indians in modern life it would seem important to direct some effort to providing materials for younger school children in general. The Education Branch and the Program Publications Adviser should give some thought to jointly contracting a writer (whose specialty is children's books) to provide a series of pictorial publications which can be distributed freely to student enquirers.

### Teachers as a Target Audience

As previously mentioned, curriculum materials are being developed by both Directorates of Education. It is contended, however, that greater use can be made of the INDIAN EDUCATION newsletter (presently put out on an ad hoc basis) with teachers being the primary audience. The Newsletter could have one main feature article on some aspect of Indian Education and carry regular features such as announcements of new publications, new films, new teacher aides for Indian studies, and tips on setting up native studies courses for elementary to high school levels.

Such a newsletter put out on a regular basis could be of great assistance to teachers throughout the country who are finding Indian students in their classes in greater numbers (For details see Appendix E).



TAWOW MAGAZINE

The cultural magazine "Tawow" was dealt with by the committee separately, largely from the standpoint of financial control which is particularly difficult due to the rotating editorship. The Committee was concerned that the lack of standardization for "Tawow" contributed to a relaxed financial control to the point where one edition over-ran its \$18,000 budget by \$10,000. The Committee felt that to avoid this in future, the "Tawow" project manager should meet with Production and Information Services to standardize the format with the aim of reducing or at least, stabilizing the costs which in the last two years have gone from \$7,000 per issue to \$18,000 per issue. It is also the Committee's view that authorization of expenditures should be confined to the manager and his delegate (preferably an officer of Information Services).

A principal reason for the cost problems appeared to be that basic specifications for the publication were unclear or non-existent. This in turn made it difficult to fix reliable cost estimates for each issue and left the guest editor ignorant or uncertain of the costs of special work requested in pursuit of the goal-aesthetic excellence. This goal has been emphasized to the degree that the magazine appears to have achieved an excellent reputation. For this reason the Committee recommends that the base for the publication should remain with the Cultural Development Division of the Education Directorate.

The Committee is pleased to report that the responsible officer, Mr. Tom Hill, has met with Production and has established a standard format for the magazine henceforth. See attachment, Appendix F.

### ECONOMIC DEVELOPMENT

The significant objectives and aims of the Economic Development Sector are:

- to increase employment and income opportunities for Indian people
- to involve Indian people in the design and delivery of economic programs
- to provide a source of capital to Indian people for economic development both off and on reserves
- to ensure that Indian people engaged in business have access to basic managerial, professional and technical services
- to assist Indian businessmen to achieve an effective working relationship with the business community at large <sup>1</sup>
- to assemble and analyse information to identify national economic opportunities
- to reflect the operating purposes of Economic Development.<sup>11</sup>

---

1 Ministerial Briefing Book ( I & E Affairs)

11 Extracted from Statement of Aims & Objects - Eco.  
Dev. Branch

Forty-five publications, initiated by Economic Development Branch, were examined. The Branch was asked to indicate their intentions by re-affirming the validity of the publication, re-printing, re-ordering, updating, changing emphasis or discontinuing.

Because the Indian Economic Development Funds (I.E.D.F.), a component of the Branch, is facing serious problems, publications dealing with the Fund's structure and regulations are being re-written, or will be when the Economic Development Task Force on Economic Planning concludes.

Affected are such publications as Indian Loan Regulations (Amended); Indian Economic Development Regulations; Indian Economic Development Account Regulations; the Indian Economic Development Fund; and Management Advisory Business Services for Indian Businessmen.

All other publications were evaluated in relation to the Branch's aims and objectives as outlined earlier. It became evident that the aims and objectives were, in most cases, so general as to make this task deceptive, if not unproductive. With a few exceptions, no publications were found to be diametric to the Branch's programs aims. This, however, did not mean that these same publications conform to a particular communications strategy. Economic Development, with an array of publications, reveals a lack of publications planning. Steps taken since last summer and the projected reorganization of Information Services to provide sectoral support in planning and implementation, should help to remedy this situation.

Two Branch publications required special attention: "Partnership in Tomorrow," a brochure designed to accompany the film "Co-Participation;" and "Marks on the Grass," a prestigious supporting booklet to the film of the same name.

Both publications highlight an inadequate system of content justification and marketing intent, and reflect a production which took place outside the established Information Services of the Program and the Department. Partnership in Tomorrow, produced at a considerable cost, was

based on someone's notion that the Program should induce the corporate community to develop on-reserve labor intensive operations <sup>and</sup> was in keeping with program objectives to increase income and employment opportunities for Indians. An industrial strategy for economic development is considered to be the last and most sophisticated stage of economic planning. The publication thus exists out of an operating context.

The "Marks on the Grass" book currently stands as a questionable document for distribution. It was designed as a companion document to the film on land surrender and, in post-production marketing experiments, was considered by at least one Band Chief to be inordinately elaborate. This same booklet had to be printed for the second time due to an error in the French translation of the English version.

Several current publications of the Economic Development Branch may be said to reflect the spirit of socio-economic policies towards which the Program seems to be moving. The "establishing" series of how-to booklets for Indians trying to develop on-reserve business, and several pamphlets on money and business management fall into this category.



### PROGRAM GENERAL INFORMATION PUBLICATIONS

A number of publications are purchased for distribution or issued on the initiative of the Program Information Services.

The Indian Act, with thirty accompanying regulations, and sixteen Treaties are identified as information of a general nature, and intended for use by both the Indian and non-Indian public.

There are a limited number of publications with a story-book format intended to meet the needs of children of primary and junior high school age. As mentioned elsewhere in the Review, only a small stock of publications exists for the youthful audience, a part of the Canadian public this Program should not neglect.

The existing series on Canadian Indians is incomplete. Remaining to be researched and published are the Canadian Indian: the Prairie Provinces, British Columbia and Ontario. Consideration might be given to developing a totally new series describing Indian history along cultural and linguistic lines. This appears to be a more natural division. In any event, such a series, whether produced by the Program or contracted to the National Museums of Canada, should be amply illustrated.

There would be several advantages. Common spelling and language usage throughout program and departmental publications will be ensured. At present there is no common orthography; various divisions use different dictionaries and style manuals. A higher standard of language quality will result.

Program information officers, relieved of time consuming editorial tasks, thus would be freed to support and publicize the policies, program activities and objectives of the Indian and Eskimo Affairs Program.

LOCAL GOVERNMENT

The significant aims and objectives of the Local Government Branch are:

- To ensure that lawful obligations under Treaties are met;
- To advise, finance and support administration of Indian and Eskimo Communities;
- To assist in the improvement of housing and other related physical amenities;
- To assist in the provision of adequate social services;
- To assist Indian's and Eskimo's in achieving optimum long-term social-economic and physical development of communities;
- To ensure effective administration of Band funds, treaty entitlements, and Band by-laws;
- To reflect the operating purposes of Local Government.

The Local Government Branch was asked to tell the Committee their intentions concerning their publications. Out of the 55 publications examined and submitted for their evaluation, the Branch identified one publication to be discontinued. The publication, Core funding: first step to Local Government, is to be replaced by a Directive.

The aims and objectives used to evaluate the 55 publications are very broad and all publications studied met them at least in part. Many are Regulations directly related to local government and housing.

Some, such as reports on various Indian Act Consultation meetings of 1968 (19 publications) are stocked, but their usage is limited. (Stocks go from 156 in one case to 2,633 in another case, but the quantities used fluctuate from 7 to 60). This situation illustrates the need for better planning of the expected needs when identifying the publics a publication is produced to serve.

Other publications of this Branch relate to the history of Indian peoples in various provinces, such as the series: "The Canadian Indians." The interpretation of historical events, and sometimes even the events themselves, are the subject of debate. Therefore, an historical publication needs to be written by a highly-qualified person, whose research and impartiality are beyond challenge.

Therefore, special care should be taken, in initiating new historical publications or reprinting old, to obtain objective evaluations of the kind normally required for scientific publications.

PERSONNEL

The Publications Review Committee identified only two publications paid for and distributed by Personnel. They are: (1) Teacher Recruitment Package, and (2) The Indian-Eskimo Recruitment Program. Each will be dealt with separately.

Teacher Recruitment Package

The Teacher Recruitment Package had as its objective "to promote teacher recruitment for federal schools." Distribution was restricted to teachers and teacher colleges. Actual distribution since 1974 has been 5,550 folders of material at a cost of \$6,000. Distribution was strictly monitored by Susan Annis of Personnel.

In future, the Publications Review Committee recommends that in the planning of similar packages it would be advisable to consult both Education and Information Services to reach a consensus on all aspects of a public relations and distribution plan for incorporation in a publishing proposal. This is, of course, largely dependent upon the continuance of federal schools, and the need for a greater number of teachers therein.

Indian-Eskimo Recruitment Program

In February, 1976, there were 10,000 folders printed "to explain objectives and give criteria for the Indian-Eskimo Recruitment Program." To date there have been 4,050 folders distributed. Costs to date were \$1,200. These folders have been held in central Distribution as "restricted" with no copies sent out except through the office of the IERD program, presumably only to registered Indians.

The Publications Review Committee was informed that the relatively small distribution of material on this program resulted from a desire "not to encourage too many applications." However, there was no confirming evidence. It is the recommendation of the Publications Review Committee that Personnel and Information Services define a public relations program aimed at encouraging Indian people who are qualified, not only to enter the public service through the Indian-Eskimo Recruitment Program but also through other programs of the department, especially at the local level. The impending organization of an Employment Programs' Directorate will enable this to be done with greater facility.



All programs of the Department which exist for the benefit of the Indian people should provide a budget (however modest) which will ensure that at least Indian Chiefs and Councillors are cognizant of its aims and objectives.

THE FEDERAL GOVERNMENT CO-PUBLISHING PROGRAM

In cases where expensive books or publications are contemplated, or where projects with potential commercial value are involved, the Program may wish to enter into joint publishing arrangements with established Canadian publishers.

The Publishing Centre of the Department of Supply and Services has designed a program whereby, in conjunction with government departments or agencies, publishing enterprises can be undertaken with Canadian publishers.

The advantages of co-publication in government have been well documented. Many departments have found that through a private sector publisher, their publications have access to a wider market; and, because print runs are larger, the unit cost of each book is lower.

Further information about the operating procedures and contractual arrangements of the federal co-publishing program is contained in a booklet appended to this Review. This route should be considered by Program branches and Information Services in the conceptual stages of a publication.

### INDIAN EDUCATION NEWSLETTER

The Indian Education Newsletter has the potential to become a unique and revolutionary communications tool for transmitting much needed information on Indian education to the teaching profession, both Indian and non-Indian, on and off reserves. It also is long overdue.

In the past, the newsletter has had for its purpose " a professional newsletter for Educators." Put out on a regular (perhaps monthly) basis, the newsletter should reflect current trends and the latest developments in the field of Indian Education in Canada.

There are many justifications for a newsletter on Indian Education, the primary one being the Department's commitment to the concept of "Indian Control of Indian Education." It is only largely in the last decade that Indian children have been transferred to the public school system across the country. In large measure the Indian people, the non-Indians and the teaching profession were unprepared for the measure. The teaching profession and the Indian children have, it would appear, scrambled to cope with the situation.

There are important cultural differences -- differences perceived and lived with in classrooms by teachers and students between Indian and non-Indian.

A newsletter could make constructive use of those differences and help to bridge the gap between two cultures.

#### Editorial Board

For purposes of establishing content boundaries, establishment of an Editorial Board should be considered, made up of the following: Director of Education, Operations; Director of Education, Program Development; Program Information Services; National Indian Brotherhood; and the Head of Curriculum Development. The Board might meet quarterly to discuss possible topics for the newsletter and establish the editorial direction for the coming months. It is further proposed that the Head of Curriculum Development work closely with the newsletter, perhaps as Editor-in-Chief, to represent the Board on a continuing basis.

#### Content

The content would be established by the Editorial Board. The following are suggestions for their consideration to give some insight into what the newsletter could become.

Regular Features.

- 1) Announcements of new publications which would be of use and interest to all teachers who are either teaching Indian children or Indian studies. This would include present publications as well as upcoming printed material available from the Department, the National Indian Brotherhood, Indian Associations and other interested groups, including publishers.
- 2) Announcements of new films and other audio-visual materials which would be of use and interest to Indian Educators, including upcoming in-house productions. Some reviews could also be carried on present National Film Board films.
- 3) Professional tips on teaching Indian Studies units in the elementary grades; in high school and at university. These would be furnished by professional educators in the field of Indian education with contacts being made through the office of the Head of Curriculum Development.

- 4) How-to-Make Indian crafts in the classroom setting. This would essentially be an ideas column for educators with contributions solicited or volunteered from a broad, cross-section of teachers.
- 5) How-to-Set-up-An Indian Studies Unit for use in elementary grades, perhaps by using specific examples solicited or volunteered.
- 6) A write-in column of children's questions on Indians.

Feature Stories or Guest Editorials

- 1) "Understanding the Indian Child, his background, his culture and his language." (Suggestion only)
- 2) "Development of native language curricula material: its purpose and use."
- 3) "The \_\_\_\_\_ Indian Band successfully takes over Education Program" (or something to that effect)

Guest editorials, paid if necessary, should carry the author's by-line in an effort to encourage the best articles for publication in a newsletter which should eventually attain the status of a professional educators newsletter.

#### Audience

The primary audience of the newsletter would be educators in the field of Indian education. Early efforts should be made to contact the various provincial teacher's associations to ascertain the value and use of such a publication for teachers under their jurisdiction. Faculties of education at universities throughout the country should also be made aware of its existence for the benefit of future teachers. INDIAN NEWS could also be used to solicit subscriptions from educators.

The newsletter would also be made available to Indian Chiefs and Councils; Indian Associations; Regional offices and district education staff.



## Newsletter Staff

### Editor-in-Chief

The Editor-in-chief, who is also the Head of Curriculum Development and a member of the Editorial Board, would act as a liaison for the newsletter with educators and prospective contributing writers.

The Editor-in-Chief would be responsible for securing funds necessary to operate the newsletter and would exercise final authority for the Board on what is to be printed in the newsletter.

### Managing-Editor

The Managing Editor, a member of Information Services, would ensure that all deadlines, including writing and printing, are met. The Managing Editor might on occasion write feature articles for the newsletter on location and ensure that material was available in advance for the regular features. The managing editor would make monthly reports on the budget, mailing and upcoming schedule to the Editor-in-Chief, Board members and the responsible Assistant Chief of Information Services.

The following are to be decided:

- 1) Format
- 2) Size
- 3) Number of pages
- 4) Circulation
- 5) Issuance (monthly, bi-monthly, quarterly)
- 6) Budget

POLICY, RESEARCH AND EVALUATION

Please indicate your Directorate's intention  
in relation to the following publications.

- 1) Okay
- 2) Reprint
- 3) Re-order

- 4) Update
- 5) Change Emphasis
- 6) Discontinue

APPENDIX "A"

TITLE	OBJECTIVE	AUDIENCE	DISTRIBUTED	STOCK BAL.	ACTION RECOMMENDED

2

APPENDIX B

OTTAWA, Ontario K1A 0H4,  
August 16, 1976

Directors General - Regions  
Directors - Ottawa  
Indian Associations

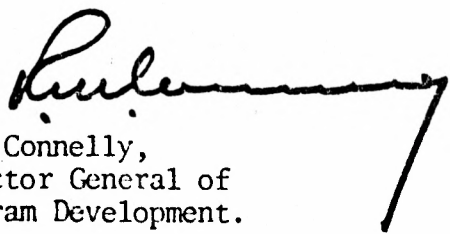


Objectives - Program Development Branch

At the last Regional Directors' Conference in Rivers, Manitoba, considerable time was devoted to role definition and clarification. There appeared to be many questions about the role of the Program Development Branch, particularly as it relates to the regions' responsibilities and to those of the Operations Branch in headquarters.

I should state at the outset that the process of program development is not one for which a given Branch in Ottawa has exclusive responsibility. It is an activity in which Indian people, regions, and Ottawa all have an equal stake. Indeed, I perceive the role of my Branch as essentially one of giving impetus to, or coordinating, the process on behalf of regions and of others. This explains the many varied forms which the project assignments take; you received summaries of these some time ago. The process of development (in its broadest definition) is what it's all about. This implies concerted and continuous communication, sharing and testing of ideas, compromise (on methods, not on principles), consensus if possible, and finally, the development of viable alternatives, program and policy wise, consistent with the parameters approved recently by Cabinet in its Indian-DIAND Relationships paper, a précis of which you have received.

- The attached statements are being circulated to elicit your views and comments. We're particularly interested in knowing how they interrelate with your own; are they supportive of them, or otherwise.

  
R.M. Connelly,  
Director General of  
Program Development.

Attchs.

c.c. Mr. P.C. Mackie

4

## PROGRAM DEVELOPMENT

### OBJECTIVE:

At the (request/instigation) of Indian people, to develop policy and program options with Indians and Inuit in the areas of Education and Training, Band Government and Socio-Economic Growth in order that:

- They will manage their own affairs; and
- The goals and objectives of the Indian people and the Government of Canada are achieved.

### FUNCTIONS: THE FOREGOING WILL BE ACHIEVED BY:

1. Developing mechanisms for ongoing and consistent consultation with (responsible/accountable) Indians and Inuit, with Regions, and with other interested parties;
2. Reviewing existing programs and policies, to identify problem areas, to determine changes needed, and to establish priorities;
3. Liaising with other federal government departments and agencies, with provincial governments, and with other parties, in policy and program development processes, be they internal or external (program planning);
4. Designing strategies and systems best able to respond to Indian needs;
5. Advising senior management on policy and program options;
6. Obtaining approval of Cabinet, Treasury Board, or other authority as appropriate;
7. Cooperating with Operations Branch, Regions, Band Councils, etc., in program implementation;
8. Directing the preparation of the Program Forecast, including Program objectives;
9. Analysing the budget allocation system to ensure it accommodates Band priorities and initiatives;
10. Cooperating with others in the preparation of new legislation.

August 1976.

LOCAL GOVERNMENT PROGRAM DEVELOPMENT

OBJECTIVE:

To respond to needs expressed by Indians, Inuit and Departmental organization units in matters relating to:

- The processes of social well-being and social growth;
- Community social and political structures;
- Community services systems, methods and controls;

In order    a) To foster the development of self-reliance; and  
              b) To assist in the improvement of housing and related physical amenities and the provision of adequate social services.

FUNCTIONS: THE FOREGOING WILL BE ACHIEVED BY:

1. Establishing the dimensions of needs and problem areas identified;
2. Analysing background data, reviewing and establishing priorities;
3. Developing options, policies, programs, and procedures with Indian and Inuit representation and other involved parties (agencies, departments, governments) at all appropriate stages;
4. Utilizing when appropriate a project method which involves using work teams selected for their expertise directed towards:
  - a) planning project,
  - b) developing solution(s),
  - c) working with client leading to implementation, and
  - d) ensuring post-project monitoring and evaluation;
5. Ensuring that training requirements are identified and arrangements made to meet those needs;
6. Reviewing policy, program, procedures, proposals and Treasury Board Submissions of other branches to ensure consistent application of local government principles (concepts);
7. Contributing to the development of the Program Forecast.

August 1976.



## EDUCATION AND CULTURAL DEVELOPMENT

### OBJECTIVE:

To develop policies and programs with Indians which will fulfill the Minister's educational responsibility under the Indian Act and other authorizations, and which will promote:

- a) Cultural Identity; and
- b) Indian Control of Indian Education.

FUNCTIONS: THE FOREGOING WILL BE ACHIEVED in accordance with the principle of parental responsibility in education as enunciated in the N.I.B. policy paper, "Indian Control of Indian Education", BY:

1. Assisting Indian communities to articulate their needs and goals, mobilize required resources, and operate quality education programs by providing development information and assistance;
2. Initiating special programs and projects to increase the numbers of Indian educators and actualize Indian controlled education programs of superior quality;
3. Pursuing study projects related to the basic objectives of Indian Control and Cultural Identity in the areas of pre-school, elementary and secondary education, cultural education centres, vocational, university and professional education, and education capital;
4. Designing systems to identify leadership potential and to promote leadership development among Indian people;
5. Establishing forums for relevant national, regional, and local authorities to participate in the formulation of policies and programs in Indian education and culture;
6. Identifying mechanisms to facilitate the involvement of Indian society with recognized professional authorities in the planning, programming, and operating processes of education;
7. Ensuring that effective training programs are available for band members, band staff, elected band officials, and departmental staff;
8. Designing systems and strategies supportive of Indian control which are adapted to the Indian lifestyle and component needs for cultural identity, social growth, and employability;
9. Developing the Branch Program Forecast.



# ECONOMIC PROGRAM DEVELOPMENT

## OBJECTIVE:

To design and develop with Inuit and Indian people economic programs and policies which will help to develop viable communities that reflect the socio-economic and cultural goals of its members and will:

- a) Create and foster increased employment both on and off reserves;
- b) Increase the level of individual and group entrepreneurship and leadership; and
- c) Create wealth/economic power.

## FUNCTIONS: THE FOREGOING WILL BE ACHIEVED BY:

- 1. Helping to develop a strategy for Indian economic development;
- 2. Helping to create a socio-economic planning base at the reserve and other appropriate levels;
- 3. Developing and establishing mechanisms which will ensure Indian participation in problem identification, program development, program management, and in the control, delivery, and evaluation of services;
- 4. Developing specific programs (e.g. sector programs);
- 5. Identifying training requirements;
- 6. Helping to develop a data base and providing an analytical service;
- 7. Designing experimental models;
- 8. Maintaining a broad liaison base with other departments, other levels of government and the private sectors;
- 9. Strengthening relationships with business community;
- 10. Contributing to the development of Program Forecasts.

August 1976.

INDIAN AND ESKIMO AFFAIRS

OPERATIONS

OBJECTIVES AND GOALS

INDEX

<u>SUBJECT</u>	<u>PAGES</u>
Indian and Eskimo Affairs Program Objective	2
Indian and Eskimo Affairs Program Sub-Objective	3
Lands and Membership Branch Goals and Objectives	5
Local Government - Operations Branch Goals and Objectives	26
Education - Operations Branch Goals and Objectives	38
Economic Development - Operations Branch Goals and Objectives	53
Management Co-ordination - Operations Branch Goals and Objectives	57

10

INDIAN AND ESKIMO AFFAIRS PROGRAM

OBJECTIVE

In consultation with Indian and Eskimo peoples to innovate, support and encourage co-ordinated activities, whereby Indians and Eskimos may achieve their cultural economic and social aspirations within Canadian Society.

## INDIAN AND ESKIMO AFFAIRS PROGRAM

### SUB-OBJECTIVES

1. To ensure that lawful obligations under Treaties and other agreements are met.
2. To assist Indian and Eskimo peoples to preserve and develop their cultural heritage and to express their cultural identity.
3. To foster the development of self-reliance in the administration of Indian and Eskimo communities through advice, financial support and other assistance.
4. To provide educational facilities and services designed to advance the cultural aspirations of Indians and Eskimos and to assist them in achieving, as individuals, equality of opportunity and self-fulfilment in relation to other Canadians.
5. To assist Indian and Eskimo communities to utilize, as determined by them, their collective resources for the creation of optimum employment and income for individual members.
6. To assist in the improvement of housing and related physical amenities, and the provision of adequate social services in Indian and Eskimo communities.

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

APPENDIX C

Ministère des  
Affaires indiennes et  
du Nord canadien

21

Date: REV 24/10/75	No: D/D-42
Subject:  DEPARTMENTAL PUBLICATIONS	Objet:  PUBLICATIONS MINISTERIELLES
Related Directives: Replaces D/D-42 dated 14/12/71	Directives connexes: Remplace D/D-42 datée du 14/12/71
<p>1. <u>BACKGROUND</u></p> <p>1. T.B. Minute 667239 of April 6, 1967, promulgated government policy and guidelines on Canadian Government Publishing. In establishing departmental responsibilities it stated that each department will be responsible for:</p> <p>" a. writing and editing material and ensuring that each publication is justified by departmental policy or program;</p> <p>b. providing in estimates submissions to the Treasury Board a general description of the publishing aspects of each departmental program and the estimated printing cost to the department;</p> <p>c. assigning the responsibility for administering the publication programs to an officer to be known as the Departmental Publications Officer (DPO) who shall:</p> <p>(1) review, appraise and implement all proposals for the production of departmental publications and bring to the attention of the relevant departmental program managers any deviation from government policies, standards and procedures; and</p> <p>(2) maintain liaison between his department, the QP and the Treasury Board staff on:</p>	<p>1. <u>ETAT DE LA QUESTION</u></p> <p>1. Par sa décision no 667239 du 6 avril 1967, le Conseil du Trésor a promulgué les principes et directives intéressant les publications du gouvernement du Canada. Précisant les attributions des ministères en la matière, il a déclaré qu'il incomberait à ces derniers de:</p> <p>" a. rédiger et réviser les documents, tout en veillant à la nécessité de chaque publication, d'après la ligne de conduite ou les programmes du Ministère;</p> <p>b. fournir, dans les rapports estimatifs soumis au Conseil du Trésor, un exposé général des questions ayant trait aux publications, dans chaque direction de programme du Ministère, ainsi que des frais estimatifs d'impression, pour le Ministère;</p> <p>c. confier la responsabilité des publications à un fonctionnaire portant le titre d'Agent des publications ministérielles (APM) qui doit;</p> <p>(1) étudier, évaluer et mettre en oeuvre toutes les propositions visant à la parution de publications ministérielles; porter à l'attention des responsables compétents du Ministère, tout écart par rapport aux lignes de conduite, aux normes et aux modalités arrêtées par le gouvernement;</p> <p>(2) entretenir des relations entre le Ministère, l'Imprimeur de la Reine et le Conseil du Trésor, en matière de:</p>
File: Dossier: A-3520-0	Page: 1/13

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

12

Date: REV 24/10/75	No: D/D-42
1.1. (cont'd)	1.1. (suite)
c. (2) continued	c. (2) (suite)
(a) departmental publication programs, and	(a) programmes de publication du Ministère:
(b) proposed exceptions to, changes in, or requests for interpretation of the policies, standards and procedures in this policy and guide;	(b) projets de dérogation aux lignes de conduite, normes et modalités ci-exposées, ou de modification ou d'interprétation de ces dernières;
d. planning the preparation and distribution of publications in accordance with the policies, standards and procedures in this guide;	d. planifier la rédaction et la diffusion de publications, conformément aux lignes de conduite, aux normes et aux modalités ci-exposées;
e. submitting, on request, reports on any publication program, including graphic arts, for the guidance of the Treasury Board;	e. présenter, sur demande, des rapports sur tout programme de publication du Ministère, y compris sur les arts graphiques, à titre de documentation du Conseil du Trésor:
f. establishing, where justified by program demands, a centralized departmental artwork section, staffed to meet normal workloads and requests for artwork;	f. créer, si les besoins des programmes du Ministère l'exigent, une section centrale de travaux artistiques, dotée d'un personnel proportionnel à la charge normale de travail et aux demandes de travaux particuliers;
g. administering contracts and standing offer agreements with suppliers of artwork and graphic arts services; and	g. s'occuper de l'attribution de marchés et de l'emploi des accords d'offres permanentes passées avec des fournisseurs de travaux artistiques ou de services d'art graphique;
h. providing, on request, a DPO to serve on the Interdepartmental Advisory Committee on Government Publishing (IACGP)."	h. fournir, sur demande, un APM appelé à siéger au comité consultatif interministériel des publications du gouvernement canadien (CCIPGC)."
2. <u>SCOPE</u>	2. <u>PORTEE</u>
1. This directive applies to all Branches of the Department, at headquarters and in the field, and supersedes all previous instructions, Departmental or Branch, regarding the publishing of publications, with the exception of Section 2.10 of DRM 10-4, Materiel	1. Cette directive vaut pour toutes les directions du Ministère, que ce soit au siège ou à l'extérieur de celui-ci. Elle remplace toutes les instructions précédentes qui émanaient du Ministère ou de directions particulières en ce qui concerne les publications, sauf la section 2.10
File: A-3520-0 Dossier:	Page: 2/13



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 24/10/75

No: D/D-42

2.1. (cont'd)

Management Manual. It also cancels D/D-42, dated 14/12/71, concerning language and format and incorporates its guidelines in this directive.

3. POLICY

1. The implementation of the policy and procedures in this directive, and conformance to them, are delegated to the Director, Public Information Branch, in his capacity as Departmental Publications Officer (DPO). Effective immediately, the responsibility for control of Departmental publications, as defined, and for publications ordered in bulk from non-departmental sources will be that of the DPO.

2. Within the terms of this directive, Program Managers may delegate to Regional Directors authority to control and authorize specified publications.

4. DEFINITION OF A PUBLICATION

1. For the purposes of this directive, the definition of a publication is the one included in Treasury Manual, Volume II, Part XV, pages 18 and 19, issued July 1, 1968 (Policy and Guide on Canadian Government Publishing). The text reads as follows:

"Publication: Any printed material issued by a department except:

- a. business forms, which include any documents with blank spaces for the insertion of information, used to secure or convey data, either within the government or from the public, such as letterheads,

2.1. (suite)

du Manuel de gestion du matériel, DRM 10-4. Elle rend également périmée la D/D-42, datée 14/12/71, ayant trait aux langues, directive dont les principes ont été incorporés à la présente.

3. LIGNE DE CONDUITE

1. La mise en oeuvre des principes et modalités exposés dans la présente directive, ainsi que le soin de leur observation, sont délégués au Directeur de l'information, qui a qualité d'Agent de publications ministérielles (APM). Il incombe dès maintenant à ce fonctionnaire de veiller à la parution des publications ministérielles, ainsi qu'on l'a précisé plus haut, et aux publications commandées en grande série à l'extérieur du Ministère.

2. A condition de se conformer à la présente directive, les responsables de Programme peuvent déléguer aux Directeurs régionaux le pouvoir de surveiller et d'autoriser la parution de documents particuliers.

4. DEFINITION D'UNE PUBLICATION

1. Aux fins de la présente directive, on entend par "publication" tout document qui répond à la définition donnée dans le Manuel du Conseil du Trésor, volume II, partie XV, pages 18 et 19, publiée le 1er juillet 1968 (Principes et directives intéressant les publications du gouvernement du Canada):

"Publication comprend tout imprimé distribué par un ministère, sauf:

- a. formules de travail, y compris les documents ayant des espaces laissées en blanc pour l'insertion de renseignements, servant à obtenir ou à transmettre des données pour circulation à l'intérieur du gouvernement



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date: REV 24/10/75

No: D/D-42

- |   |   |
|---|---|
| <p>4.1.</p> <p>a. (cont'd)<br/>envelopes, tags, labels, ledger sheets, graph paper, file folders, punch cards, questionnaires, specialty forms and the like;</p> <p>b. administrative instructions, reports and other material for the internal use of a department; or issued by central agencies to the departments;</p> <p>c. blue-printing and photocopying;</p> <p>d. complimentary, visiting and business cards, special letterheads, invitations, and the like, however they may be produced;</p> <p>e. press releases, clip-sheets, speeches and other printed matter produced for the use of news media;</p> <p>f. items such as excise, postage, and unemployment insurance stamps, postal notes, money orders and bonds;</p> <p>g. maps and charts; printed by the Department of Energy, Mines and Resources and the Department of National Defence;</p> <p>h. catalogues produced by the National Gallery for use at exhibitions of fine art;</p> <p>i. library bindings;</p> <p>j. correspondence;</p> <p>k. engineering orders, guidelines and manuals of instruction for departmental use."...</p> | <p>4.1.</p> <p>a. (suite)<br/>ou dans le public, tels les en-têtes de lettre, enveloppes, étiquettes, étiquettes mobiles, feuilles de grand-livre, papier quadrillé, chemises de classeur, cartes à poinçonner, questionnaires, formules spéciales et toutes autres formules du même genre;</p> <p>b. règles administratives, rapports et autres documents à l'usage interne d'un Ministère, ou distribués par les services centraux des ministères;</p> <p>c. impression sur bleu et photocopie;</p> <p>d. cartes de visite ou d'affaires, hommage, en-têtes de lettres spéciaux, cartes d'invitation et le reste, quel que soit le procédé d'impression;</p> <p>e. communiqués de presse, sélection de coupures, discours et autres documents imprimés à l'usage des moyens de diffusion;</p> <p>f. articles tels que timbres d'assurance-chômage, timbres-poste et d'accise, bons postaux, mandats d'argent et obligations;</p> <p>g. cartes géographiques ou marines imprimées par le ministère de l'Energie, des Mines et des Ressources et par le ministère de la Défense nationale;</p> <p>h. catalogues préparés par la Galerie Nationale pour servir aux expositions d'oeuvres d'art;</p> <p>i. reliures pour bibliothèques;</p> <p>j. correspondance;</p> <p>k. ordonnances techniques et manuels d'instruction à l'usage du ministère."...</p> |
|---|---|

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date:

REV 24/10/75

No:

D/D-42

4.

2. When it is not clear whether or not material to be printed is classed as a publication, the DPO should be consulted.

5. RESPONSIBILITIES

1. Program Managers. Each Program will be responsible for:

- a. identifying and developing publication requirements for the Program area which are consistent with its objectives (the Program Information Adviser will assist the Program Manager in this task);
- b. ensuring that funds are provided in Annual Estimates to meet publication requirements and also ensuring prompt payment of design, printing, typesetting and other related invoices;
- c. providing the DPO with detailed publication requirements on an annual basis within two weeks after Treasury Board approval of Estimates;
- d. designating officers both at headquarters and in the field with the power to authorize publications, the extent of their authorization, and nature of publications. Names of authorized individuals are to be provided to the DPO and maintained up-to-date. This delegation of authority is to be carried out with a view to ensuring effective control of the nature, number, and quality of publications;

4.

2. Lorsqu'on hésite sur le caractère de publication d'un document, on consultera l'APM.

5. ATTRIBUTIONS

1. Responsables de programme. Chaque direction de programme emploiera un responsable chargé de:

- a. cerner et satisfaire les besoins de la direction de programme en matière de publication, tout en se conformant aux objectifs de cette dernière. (Le Conseiller en information du programme en question aidera le responsable, à cet égard);
- b. veiller à ce que le budget contienne des crédits qui suffisent aux besoins en matière de publications, ainsi qu'au règlement rapide des factures relatives à des travaux de maquette, d'impression et de composition, notamment;
- c. informer annuellement et de façon détaillée l'APM, en ce qui concerne les besoins en matière de publications, dans les deux semaines suivant l'approbation du budget par le Conseil du Trésor;
- d. désigner les fonctionnaires qui, tant au siège qu'en dehors de celui-ci, auront pouvoir d'autoriser des publications; préciser l'étendue de ces pouvoirs et la nature de ces publications. Les noms de ces fonctionnaires seront communiqués à l'APM, et leur liste sera tenue à jour. En déléguant ainsi des pouvoirs, le responsable ne perdra pas de vue la surveillance attentive de la nature, de la quantité et de la qualité des publications;

File:

Dossier:

A-3520-0

Page:

5/13

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 24/10/75

No: D/D-42

5.1. (cont'd)

- e. ensuring that the Program procedures for producing each publication are checked for content, statistics, accuracy, and compliance with Departmental objectives. Special attention should be given to statistical information which should be cleared by the Chief of Statistics early in the preparation of the manuscript. This also requires that the number of copies be identified in consultation with the DPO and provision made for either French or English translation, as appropriate;
- f. ensuring that the best technical advice is obtained;
- g. ensuring availability of appropriate personnel to attend production planning and other relevant meetings as requested by the DPO.
- h. ensuring, in consultation with the DPO, that sufficient lead time is provided for writing, typing, editing, translating, planning, designing, proof-reading and printing production.

2. Director, Public Information Branch as DPO is responsible for:

- a. providing advice and assistance to Program Managers in identification and development of publication requirements, including advice as to whether or not material is to be classified as a publication in accordance with this directive;

5.1. (suite)

- e. s'assurer que l'on observe, pour les diverses publications, les modalités en vigueur dans la direction de programme, en contrôlant le contenu de ces publications, y compris les statistiques fournies, ainsi que leur exactitude et leur conformité avec les objectifs du Ministère. On portera une attention toute particulière aux données statistiques, qui devront être précisées par le Chef des Statistiques du Ministère, au premier stade de rédaction du manuscrit. Le responsable de programme veillera également à déterminer, de concert avec l'APM, le nombre d'exemplaires nécessaires, ainsi qu'à obtenir, au besoin, une traduction en anglais ou en français;
- f. veiller à l'obtention des meilleurs conseils possibles, sur le plan technique;
- g. voir à mettre le personnel suffisant à la disposition de l'APM, lors de réunions ayant trait, notamment, au plan de production;
- h. veiller, de concert avec l'APM, à ce qu'un délai suffisant soit prévu pour la rédaction, la dactylographie, la révision et la traduction des textes, ainsi que pour le plan de production, les maquettes d'ouvrage, la lecture d'épreuves et l'impression.

2. Il incombe au Directeur de l'information en tant qu'APM de:

- a. prodiguer aide et conseils aux responsables de programmes, en vue de cerner et de satisfaire les besoins en matière de publications, notamment en aidant lesdits responsables à déterminer le caractère de publication de certains documents, conformément à la présente directive;

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date:

REV 24/10/75

No:

D/D-42

5.2. (cont'd)

- b. obtaining detailed publication requirements for each of the Programs when Treasury Board approval has been received;
- c. informing the Deputy Minister of publication plans for the ensuing year and providing him and the appropriate Assistant Deputy Minister at the first of each month with a list of publications expected to be released in that month;
- d. quality control as it relates to language or prose, format, graphic arts, type composition, and printing;
- e. providing on request the best technical advice to Program areas with regard to all stages of publication production and the recommended basis for distribution;
- f. providing related central services such as editing, graphic arts, and illustrating, in both English or French, as required;
- g. ensuring that manuscripts intended for publication have proper authorization, funding is provided and that publications requested by a Departmental manager are being published in the most economic manner;

5.2. (suite)

- b. obtenir des renseignements détaillés sur les besoins en matière de publications, dans le cadre des travaux prévus par chaque direction de programme après approbation par le Conseil du Trésor;
- c. renseigner le Sous-ministre sur les programmes de publication prévus pour l'année à venir et lui fournir, ainsi qu'au Sous-ministre adjoint compétent, au début de chaque mois, une liste des publications à paraître dans le mois en question.
- d. veiller à la qualité des publications sur le plan du style, de la disposition matérielle, de la présentation graphique, de la composition des caractères et de l'impression;
- e. conseiller le mieux possible les directions de programme, sur demande, en ce qui concerne l'édition des publications, à toutes les étapes, et les modes souhaitables de diffusion;
- f. fournir des services centraux connexes, relatifs par exemple à l'édition, aux arts graphiques et aux illustrations, tant en français qu'en anglais, s'il y a lieu;
- g. veiller à ce qu'on dispose, à l'égard des manuscrits à publier, des autorisations voulues et des crédits nécessaires; veiller à ce que les documents demandés par les responsables du Ministère soient publiés de la façon la plus rentable;

File:

A-3520-0

Dossier:

Page:

7/13



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date: REV 24/10/75

No: D/D-42

5.2. (cont'd)

5.2. (suite)

h. bringing to the attention of relevant Departmental managers any deviations from government policy, standards or procedures and informing relevant senior Departmental management of serious deviations from Departmental policy on publications programs;

i. ensuring that all publications are in accordance with the requirements of the Government's Official Languages Policy and in particular with Article 7 of this directive;

j. maintaining liaison with Supply and Services Canada, Information Canada, and Treasury Board staff, and discharge responsibility as covered in TB Minute 667239;

k. establishing publication procedures and ensuring that they are effective both internally and in dealing with external departments and agencies. This will also include procedures for review and disposal of publications;

l. providing cost data which would be of assistance to Program Managers in developing Program requirements and cost control;

m. maintaining production control and scheduling.

3. Materiel Management. Materiel Management Division is responsible for the receiving, warehousing, and shipping of publications including inventory control and management. Materiel Management will:

h. porter à l'attention des responsables compétents du Ministère toute dérogation aux principes, aux normes ou aux modalités arrêtés par le gouvernement; signaler aux fonctionnaires supérieurs compétents du Ministère toute anomalie importante par rapport aux principes du Ministère en matière de publications;

i. veiller à ce que toutes les publications soient conformes aux exigences de la Politique sur les langues officielles du gouvernement et en particulier aux dispositions de l'article 7 de la présente directive.

j. entretenir des relations avec Approvisionnement et Services Canada, Information Canada et le Conseil du Trésor, tout en assumant les responsabilités faisant l'objet de la décision no 667239 du Conseil du Trésor;

k. édicter des modalités applicables aux publications, notamment en matière de révision et d'élimination de ces dernières et veiller à leur observation, tant au sein du Ministère que dans les relations avec d'autres organismes publics.

l. fournir toutes les données financières pouvant aider les responsables de programme à établir leurs besoins et à surveiller leurs coûts;

m. veiller à l'observation du calendrier de production et à la qualité de cette dernière.

3. Gestion du matériel. La Division de la gestion du matériel est chargée de recevoir, d'entreposer et d'expédier les publications. La gestion des stocks de documents relève également de cette Division qui devra:

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date: REV 24/10/75

No: D/D-42

5.3. (cont'd)

- a. establish and maintain in the Departmental Central Stores a separate warehouse for Departmental publications;
- b. receive, verify quantity and store publications;
- c. issue and ship publications under the authority of an authorized officer from the office of the Director, Public Information Branch (DPO);
- d. operate and maintain the automated inventory control system including the processing of all documents;
- e. be responsible for the security of the publication, its state of cleanliness and maintenance of stocks in an orderly and proper manner;
- f. maintain a close working relationship with the responsible staff from the office of the Director, Public Information Branch (DPO);
- g. provide information and advice on request concerning distribution, storage and inventory control;
- h. initiate action for the disposal of ageing and dormant stock.

6. DEPARTMENTAL PROCEDURES

1. Appendix "A" is a copy of a Departmental Publications Authorization Form which sets out the steps to be followed by the originator, Program and Financial Authorization Officers and the DPO and is self-explanatory.

5.3. (suite)

- a. tenir, dans les magasins centraux du Ministère, un local distinct destiné aux publications ministérielles;
- b. à la réception de publications, en vérifier la quantité avant de les entreposer;
- c. sortir et livrer des publications, avec l'approbation d'un agent compétent appartenant au bureau du Directeur de l'Information (APM);
- d. tenir la gestion des stocks à l'aide d'un ordinateur, en y traitant notamment tous les documents;
- e. veiller à la sûreté des publications, à leur propreté et à leur garde ordonnée en stock;
- f. entretenir d'étroites relations de travail avec les principaux collaborateurs du Directeur de l'Information (APM);
- g. fournir des renseignements et des conseils, sur demande, au sujet de la diffusion, de l'entreposage et de la gestion des stocks de marchandises;
- h. prendre des mesures en vue de l'élimination des articles périmés ou inemployés.

6. MODALITES APPLICABLES AU MINISTERE

1. On trouvera, à l'appendice "A", la reproduction d'une Autorisation de publication du Ministère, où est indiquée la marche à suivre par le demandeur, par l'Agent approbateur de la direction de programme et par l'Agent financier compétent, ainsi que par l'APM. La formule parle d'elle-même.

Date: REV 24/10/75

N° D/D-42

6. (cont'd)

2. Program staff are responsible for content but will obtain advice from the office of the DPO in preparing manuscripts as to format, production costs, layout, estimated time for production, distribution procedures, etc.

3. Before approving the manuscript and assigning an Inventory Control (Stock) Number the DPO's staff will ensure that it will meet the criteria and standards established for Departmental publications. Where other than straightforward editorial changes are made in the original manuscript by the DPO, it is to be returned to the originator to ensure that intent remains unchanged. Once approved and an Inventory Control (Stock) Number assigned, the five copies of the Authorization Form will be distributed as follows:

- a. original copy retained by the DPO;
- b. copy to originator;
- c. copy to Program Authorizing Officer;
- d. copy to Financial Authorizing Officer; and
- e. copy to Materiel Management Division.

The Inventory Control (Stock) Number will be used as reference in all future correspondence both internally within the Department and externally regarding contracts, production, distribution, reordering of the publication, etc.

6. (suite)

2. L'inscription des mentions incombe au personnel de la direction de programme intéressée; cependant, ce dernier pourra consulter le bureau de l'APM, lorsqu'il s'agit de présentation matérielle, de coût de production, de disposition, de délai de rédaction ou le mode de diffusion de documents.

3. Avant d'autoriser la publication et de lui affecter un numéro de gestion de stock, les collaborateurs de l'APM veilleront à ce que la demande soit conforme aux critères et aux normes en vigueur au Ministère en la matière. Lorsque l'APM devra effectuer des changements autres que de pure forme, il renverra le manuscrit à son auteur, qui vérifiera si l'esprit de son texte a été respecté. Une fois la demande approuvée et un numéro de gestion de stock attribué, les cinq exemplaires de la formule seront distribués comme suit:

- a. original à l'APM;
- b. copie au demandeur;
- c. copie à l'Agent approbateur de la direction de programme;
- d. copie à l'Agent financier approbateur; et
- e. copie à la Division de la gestion du matériel.

On mentionnera le numéro de gestion de stock attribué, en guise de référence dans toute correspondance ultérieure, que ce soit au sein du Ministère ou dans les relations avec l'extérieur, en ce qui concerne des marchés, la production, la diffusion ou le réapprovisionnement en documents.



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 24/10/75

No: D/D-42

6. (cont'd)

4. Since not all publications will originate or be produced in Ottawa, procedures to be followed in the field and regions are as follows:

- a. the Authorization Form will be used and Sections 1, 2 and 3 completed;
- b. the DPO, based on annual estimates which indicate the value of publications to be produced in the field, will ask Supply and Services Canada to provide standing offer agreements with local printers for regional and field staff;
- c. the DPO will assign to each Regional Director blocks of Inventory control (Stock) Numbers for authorization of publications within his delegated authority;
- d. the Regional Director will complete Section "d" and assign an Inventory Control (Stock) Number. He then will forward immediately one copy of the Authorization Form to the office of the Director, Public Information Branch in Ottawa for information and control purposes;
- e. Regional Directors shall ensure that 6 copies of any publication printed under their authority are forwarded promptly to the Director, Public Information Branch (DPO) in Ottawa.

7. LANGUAGE

1. All Departmental publications except as noted below will be published in both English and French - exceptions:

6. (suite)

4. Etant donné que les publications ne seront pas toutes rédigées ni publiées à Ottawa, les bureaux régionaux et locaux observeront les mesures suivantes:

- a. employer une formule d'autorisation de publication, dont on remplira les parties 1, 2 et 3;
- b. au vu des prévisions annuelles indiquant la valeur des documents à publier à l'extérieur du siège, l'APM demandera à Approvisionnement et Services Canada de conclure des accords d'offres permanentes avec des imprimeurs du lieu, à l'intention des bureaux régionaux et des bureaux locaux;
- c. l'APM attribuera aux divers Directeurs régionaux une série de numéros de gestion de stock, qui serviront dans les autorisations de publications relevant de leur compétence;
- d. les Directeurs régionaux rempliront la partie "d" de la formule et y inscriront un numéro de gestion de stock. Puis, ils enverront sans tarder une copie de cette formule au bureau du Directeur de l'Information Publique, à Ottawa, à titre de renseignement et d'instrument de vérification;
- e. Les Directeurs régionaux veilleront à ce que six exemplaires des documents publiés avec leur autorisation soient transmis sur le champ au Directeur de l'Information Publique (APM), à Ottawa.

7. LANGUES

1. Toutes les publications du Ministère, sauf les exceptions mentionnées ci-après, doivent être publiées en français et en anglais - exceptions:



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

APPENDIX C

Ministère des  
Affaires indiennes et  
du Nord canadien

22

Date: REV 24/10/75

No: D/D-42

7.1. (cont'd)

- a. school books; and
- b. publications meant for limited circulation to a specific unilingual audience.

2. English and French editions of publications shall be issued simultaneously. Should this be considered impractical for urgent Program reasons, e.g., design, economic or timing factors, the approval of the Deputy Minister is required to release one edition prior to the other.

3. The quality of the content and of the format of the publication shall be the same in both official languages.

4. The format of the publication (i.e. side-by-side, facing page, reverse or tumble, or separate English and French editions) will be decided by the DPO in consultation with the issuing Program, taking into consideration questions of audience impact, timing and design.

5. If separate English and French versions are published, each version will carry a reference indicating that it is also available in the other official language.

6. When separate English and French versions are published, the DPO will ensure that sufficient copies are produced and distributed in each of the languages.

7.1. (suite)

- a. manuels scolaires; et
- b. publications à diffusion limitée destinées à un public unilingue précis.

2. Les versions françaises et anglaises des publications doivent être publiées simultanément. Si le tirage d'une version avant l'autre se trouve à être plus pratique pour des raisons d'urgences de programmes, par exemple délais pour l'élaboration, facteurs économiques ou d'opportunité, elle doit être approuvée par le Sous-ministre.

3. Les mêmes normes de qualité en ce qui concerne le contenu et la disposition de la publication doivent être respectées pour les deux langues officielles.

4. L'APM, de concert avec le programme responsable et en tenant compte de facteurs tels le public, l'opportunité et la présentation, décidera de la disposition de la publication (c.-à.-d. les deux versions sur deux colonnes, sur pages juxtaposées, sur une même feuille, l'une au recto et l'autre au verso, ou encore en deux éditions distinctes).

5. Si les textes français et anglais sont publiés séparément, ils doivent comporter une note signalant qu'il y a une version dans l'autre langue officielle.

6. Lorsque les textes français et anglais sont publiés séparément, l'Agent des publications ministérielles s'assurera de la publication et de la distribution d'un nombre suffisant d'exemplaires dans les deux langues.

Date: REV 18/09/75

Subject: TRANSLATION BUREAU REGULATIONS,  
INTERPRETATION AND ADMINISTRATIVE  
PROCEDURES

Related Directives:

Replaces D/D-75 dated 5/3/73

No: D/D-75

Objet: REGLEMENT DU BUREAU DES TRADUCTIONS,  
INTERPRETATION ET APPLICATION

Directives connexes:

Remplace la D/D-75 du 5/3/73

1. BACKGROUND

1. The Translation Bureau Regulations enacted in 1968 define the responsibilities of the Translation Bureau with regard to the provision of translation, interpretation and terminology services, as well as the responsibilities of the Department in using such services. These Regulations establish an order or priority for documents to be translated and call for the appointment of a "designated official" to request these services on behalf of the Department.

2. POLICY

1. The Director of Official Languages Branch is the designated official of this Department, and is accountable for the responsibilities of the Department, prescribed in the Regulations.

3. RESPONSIBILITIES

1. Responsibilities of the Director, Official Languages Branch:
- a. to act as the designated official;
  - b. to request for the Department, the translation, terminology and interpretation services contemplated in the Translation Bureau Regulations;
  - c. to conduct surveys within the Department in order to analyse translation requirements;

1. ETAT DE LA QUESTION

1. Le Règlement du Bureau des traductions, édicté en 1968, définit la responsabilité du Bureau des traductions quant à la prestation de services de traduction, d'interprétation, et de terminologie, de même que les responsabilités du Ministère relativement à l'utilisation de ces services. Ce Règlement détermine également l'ordre de priorité servant à catégoriser les documents à traduire, et prévoit la nomination d'un "fonctionnaire désigné" chargé de réquisitionner ces services au nom du Ministère.

2. LIGNE DE CONDUITE

1. Le Directeur des langues officielles est le fonctionnaire désigné du Ministère et en assume les responsabilités prescrites au Règlement.

3. RESPONSABILITES

1. Les responsabilités du Directeur des langues officielles sont les suivantes:
- a. faire fonction de fonctionnaire désigné;
  - b. réquisitionner au nom du Ministère les services de traduction, d'interprétation et de terminologie, prévus par le Règlement du Bureau des traductions;
  - c. effectuer des études au niveau du Ministère afin d'analyser les besoins de traduction;

Date: REV 18/09/75

No: D/D-75

3.1. (cont'd)

- d. to analyse and define Departmental priorities for translation;
- e. to establish Departmental utilisation guidelines and make recommendations on the resolution of specific problems;
- f. to develop a five-year forecast on translation requirements to be provided annually to the Translation Bureau;
- g. to eliminate the need for translation based solely on the inability of an employee to read or prepare texts in the English or French language;
- h. to make recommendations to the Departmental Management Committee on Departmental policy regarding administrative procedures; and
- i. to interpret the Translation Bureau Regulations and the Departmental Directive D/D-75 for this Department and to act as the spokesman of this Department on any translation, interpretation and terminology matters as referred to in the Translation Bureau Regulations.

2. Translation Services shall, subject to Translation Bureau Regulations:

- a. make all translations requested by the Department;
- b. ensure that translations or revisions made by it conform, in so far as Canadian usage permits, to "le français universel" or Standard English, whichever is applicable;

3.1. (suite)

- d. analyser, définir et déterminer les priorités du Ministère en matière de traduction;
- e. établir des normes d'utilisation pour le Ministère et recommander des solutions;
- f. élaborer un plan de prévisions quinquennales des besoins de traduction, qui sera fourni annuellement au Bureau des traductions;
- g. faire disparaître la nécessité de soumettre des demandes de traduction fondées uniquement sur l'incapacité d'un employé de lire ou de rédiger un texte en français ou en anglais;
- h. recommander au Comité administratif ministériel une ligne de conduite à l'égard des procédures administratives; et
- i. interpréter pour le Ministère le Règlement du Bureau des traductions et la directive ministérielle D/D-75; être le porte-parole du Ministère sur toutes questions reliées aux services de traduction, d'interprétation et de terminologie, prévues au Règlement.

2. Le Service de traduction doit, sous réserve des dispositions du Règlement du Bureau des traductions:

- a. faire toutes les traductions demandées par le Ministère;
- b. s'assurer que les traductions ou révisions faites par lui soient conformes, dans la mesure où le permettent les usages canadiens, au français universel ou au Standard English, selon le cas;



Date: REV 18/09/75

No: D/D-75

3.2. (cont'd)

- c. give technical advice on questions relating to translation, terminology and style to employees; and
- d. arrange for simultaneous interpretation services requested by the Department.

4. ADMINISTRATIVE PROCEDURES

1. Original text in English or French is sent to the Translation Coordinator, Official Languages Branch, accompanied by Request for Translation, CGSB Standard Form 81aP, Catalogue Number 7540-21-868-2767 (see Appendix B) and a self-addressed label.

In the case of other languages, they are to be forwarded directly to the Multilingual Division, Translation Bureau.

- a. The following should be clearly indicated:
  - (1) the date submitted for translation;
  - (2) the maximum time available to complete the translation;
  - (3) a careful description of the text and number of pages it contains;
  - (4) the language into which the text is to be translated;
  - (5) the contact person, room number, and telephone number;
  - (6) where the finished translation is to be sent, if other than the contact person's location;

3.2. (suite)

- c. donner aux employés des conseils techniques sur des questions de traduction, de terminologie et de style; et
- d. prendre les dispositions en vue d'assurer les services d'interprétation demandés par le Ministère.

4. PROCÉDURES ADMINISTRATIVES

1. L'original d'un texte en français ou en anglais, accompagné d'une formule de Demande de traduction, formule normalisée 81aP de l'ONGC, numéro de nomenclature 7540-21-868-2767 (voir appendice B) et d'une étiquette de retour, doivent être envoyés au coordonnateur de la traduction, Direction des langues officielles.

Les textes établis en d'autres langues doivent être envoyés directement à la Division multilingue du Bureau des traductions.

- a. Les renseignements suivants doivent être clairement indiqués:
  - (1) la date de la demande de traduction;
  - (2) la date limite fixée pour la remise de la traduction;
  - (3) une description précise du texte et le nombre de pages qu'il contient;
  - (4) la langue dans laquelle le texte doit être traduit;
  - (5) le nom de la personne ressource, ainsi que son numéro de pièce et de téléphone;
  - (6) où doit être livré le travail de traduction, si l'adresse diffère de celle de la personne ressource;

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date: REV 18/09/75

No: D/D-75

4.1.a. (cont'd)

- a. (7) the Department, Branch and Division of the authorizing officer who should be at the management level; and
- (8) any special instructions or security measures that may be necessary in handling the document.
- b. Copy No. 5 marked "Originator" of the Request for Translation form is retained by the contact person for reference. For more detail on how to fill out the form please consult the document entitled Instruction for Use of the Request for Translation, available from the Director, Translation Services.

2. All policy questions and observations on administrative procedures are to be directed through normal administrative channels to the Director, Official Languages Branch - the designated official under the Translation Bureau Regulations.

3. Representatives of the Official Languages Branch are available to discuss translation needs with you. The Official Languages Branch would welcome the opportunity to participate in advance planning discussions of major undertakings.

4. Considerable translation time can be saved by asking for the translation of specific passages only from a long text, or for an abstracted translation. Occasionally too, an oral translation by the translator will suffice. These and other similar time-saving practices are recommended to officers needing translations.

4.1.a. (suite)

- a. (7) le ministère, la direction et la division de l'agent autorisé qui devrait être du niveau de la direction; et
- (8) toutes directives particulières ou mesures de sécurité que peut exiger le document.
- b. La partie "5 - "client" est gardée par la personne ressource à titre de référence. Pour de plus amples détails quant à la façon de remplir la formule de demande, obtenir du Directeur du Service de traduction un exemplaire du document intitulé Mode d'emploi de la formule normalisée 81aP de l'ONGC, Demande de traduction.

2. Toutes questions et remarques au sujet des présentes directives doivent être adressées par les voies administratives normales, au Directeur des langues officielles, "fonctionnaire désigné" aux termes du Règlement du Bureau des traductions.

3. Les représentants de la Direction des langues officielles sont à votre disposition pour discuter des besoins en traduction. Le personnel de la Direction des langues officielles se fera un plaisir de participer aux discussions qui précèdent la mise en oeuvre de tout projet d'envergure.

4. Dans le cas de longs textes, une traduction de passages déterminés, une traduction abrégée ou même une traduction verbale pourront suffire. Ces façons de procéder et toutes autres pratiques permettant de gagner du temps rendront le service de traduction plus rapide.

Date: REV 18/09/75

No: D/D-75

4. (cont'd)

5. ORIGINAL TEXT

- a. To conform with the rules of the Translation Bureau and to aid translators with their work, all original texts of internal origin must be typed when sent to the Translation Services.
- b. All materials, including photocopies, carbons, etc., should be clear and distinct, especially handwritten modifications to the text.
- c. Typed copy of material for translation must be proofread beforehand for spelling or other mistakes.

5. INTERPRETATION AND APPLICATION OF REGULATIONS

1. To avoid any possible misunderstanding, explanations are provided to certain sections of the Regulations:
  - a. Section 2 (b) - The designated official for the Department of Indian Affairs and Northern Development is the Director, Official Languages Branch.
  - b. Section 3 (c) - The Translation Bureau is obliged to provide translations in "LEGIBLE FORM". Departments are responsible for preparing documents, manuscripts, correspondence, etc. in their final form.

4. (suite)

5. TEXTES ORIGINAUX

- a. Afin de se conformer aux dispositions du Règlement du Bureau des traductions et de faciliter le travail des traducteurs, tous les textes originaux d'origine interne doivent être dactylographiés avant d'être envoyés au Service de traduction.
- b. Tous les documents, y compris les photocopies, les doubles, etc., doivent être clairs et nets, en particulier les modifications au texte écrites à la main.
- c. La copie dactylographiée des textes à traduire doit avoir été relue au préalable afin d'en corriger les fautes d'orthographe ou autres.

5. INTERPRETATION ET APPLICATION DU RÈGLEMENT

1. Pour éviter que l'on en fasse une mauvaise interprétation, il est peut-être bon de préciser certains articles du Règlement:
  - a. Article 2 (b) - Le fonctionnaire désigné pour le ministère des Affaires indiennes et du Nord canadien est le Directeur des langues officielles.
  - b. Article 3 (c) - Le Bureau doit fournir les textes traduits d'une façon LISIBLE. Les ministères sont tenus de préparer les documents, manuscrits, correspondance et autre, sous leur forme définitive.



DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTERIELLES

Date: REV 18/09/75

No: D/D-75

5.1. (cont'd)

- c. Section 4(1) - This subsection sets out the order of priority accorded to various categories of translation work. It has been agreed that there will be no priority distinction between Category (a) (ii) and (a) (iii). "Departmental documents" in Section 4 (1) (a) (ii) includes Ministerial correspondence. All other correspondence is referred to in paragraph (c) of Section 4 (1).

Any change in the above priorities must be authorized by the designated official. This applies namely to translations of an urgent nature.

In order to ensure a faster service to the public each Branch should be able to attend to its correspondence in the two official languages without having to resort to Translation Services (see Section 7 (1) (a)).

- d. Section 4 (1) (d) "Staff magazine" means Intercom.

- e. Section 6 - This Section refers to the hiring of outside translators to meet overload situations. Only the Superintendent of the Translation Bureau may enter into professional services contracts for translators and interpreters. Operating departments have no delegated authority in this area.

5.1. (suite)

- c. Article 4 (1) - Ce paragraphe établit l'ordre de priorité des diverses catégories de traduction. Il est entendu qu'on ne fera dans la pratique aucune distinction de priorité entre les catégories (a) (ii) et les textes entrant dans la catégorie (a) (iii). Les "documents officiels" dont il est fait mention à l'article 4 (1) (a) (ii) comprennent la correspondance ministérielle. Toute autre correspondance entre dans le paragraphe (c) de l'article 4 (1).

Toute modification de l'ordre de priorité qui précède doit être autorisée par le "fonctionnaire désigné". Cette disposition s'applique notamment aux traductions de nature urgente.

Afin d'assurer un service plus rapide au public, les différentes Directions devront subvenir à leurs propres besoins en matière de correspondance dans les deux langues officielles sans recourir aux services de traduction. (Voir article 7 (1) (a) à cet effet.)

- d. Dans l'article 4 (1) (d), l'expression "magazine destiné au personnel" désigne Intercom.

- e. Article 6 - Lorsqu'il y a surcroît de travail et que le Bureau de traductions ne peut satisfaire aux demandes, seul le Surintendant du Bureau des traductions a le pouvoir de réserver les services de traducteurs ou interprètes de l'extérieur. Les ministères n'ont aucune autorité déléguée dans ce domaine.

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 18/09/75

No: D/D-75

5.1. (cont'd)

5.1. (suite)

- f. Section 7 (1) (c) - The Department must provide the Translation Bureau annually with a five-year forecast of its translation requirements including, in the case of translation requirements in respect of languages other than English or French, a listing of the languages from or into which translations are required.
- g. Section 7 (1) (d) - Actioning officers are required to provide for translation time in fixing schedules for processing documents.
- h. Section 7 (1) (e) - "Publication" in this paragraph means an officially published document of the Department. It does not include press and information releases or periodicals. The Information Branch shall supply copies to the Terminology Centre and the Translation Services.
- i. Section 7 (2) - A Request for Translation form 81aP is available for Branch use. Requisitions for translations must be properly completed and must bear the signature of the unit head concerned. (See 4.1)
- j. Section 7 (4) - The purpose of this subsection is to ensure that the Bureau is provided with previous translations, translations of similar documents, relevant working papers or reports in either language etc., to eliminate redundant translations, reduce searches for technical vocabulary and ensure that amendments accord with the form, style and vocabulary of original texts. In the case of letters, these documents should include previous relevant correspondence or copies thereof.
- f. Article 7 (1) (c) - Il appartient au Ministère de fournir annuellement au Bureau des traductions des prévisions quinquennales de ses besoins de traductions, y compris, dans le cas des besoins de traductions dont la langue de départ ou d'arrivée est autre que le français ou l'anglais, une liste établie selon les langues de départ ou d'arrivée de ces traductions.
- g. Article 7 (1) (d) - Le personnel chargé d'établir le programme de publication doit tenir compte du temps de traduction.
- h. Article 7 (1) (e) - L'expression "publication" signifie un document officiel publié par le Ministère, à l'exception des communiqués et des périodiques. Le Service de presse de la Direction de l'information doit en fournir des exemplaires au Centre de terminologie et au Service de traduction.
- i. Article 7 (2) - Toute demande de traduction doit être accompagnée de la formule de demande de traduction 81aP dûment remplie et être signée par le chef de service en question. (voir 4.1).
- j. Article 7 (4) - La personne qui fait une demande de traduction, doit annexer au texte à traduire les traductions antérieures, les traductions de textes analogues, les documents de travail ou rapports pertinents dans les deux langues, et autre documentation appropriée, afin d'éliminer tout double emploi, faciliter les recherches terminologiques et faire en sorte que la forme, le style et le vocabulaire des modifications concordent avec ceux des textes originaux. Dans le cas des lettres, annexer l'original ou un double de toute correspondance antérieure.



Date: REV 18/09/75

No: D/D-75

5.1. (cont'd)

- j. Before sending the material to Translation Services, the authorizing officer should ensure that the text has not been translated before by checking possible sources of information such as the Departmental Library or people involved in the same type of work or research.

In the submission of revised documents, the changes should be clearly underlined.

- k. Section 8 - First drafts of difficult, lengthy, scientific, technical or specialized documents are to be sent to the Director, Official Languages Branch in order that terminological research be initiated. Requisitions are to be marked FOR TERMINOLOGICAL RESEARCH ONLY - NOT FOR OFFICIAL TRANSLATION. The requisition for official translation which follows is to be cross-referenced to the terminological research requisition.

- l. Section 10 - Any proposed changes to translations provided by Translation Services must be brought to the attention of the Director of Translation Services. Where needed, the Director of Translation Services can communicate with the Director, Official Languages.

- m. Section 11 (b) - The Departmental Library is responsible for the provision of reference material for the Director of Translation Services.

- n. Section 11 (c) - The Chief, Administrative Services, in co-operation with operating Branches is responsible for arranging for stenographic and typing services to meet emergencies.

5.1. (suite)

- j. Afin de s'assurer que les textes à traduire n'ont pas déjà été traduits, l'agent autorisé doit s'adresser aux sources possibles d'information, telles que la bibliothèque du Ministère ou les personnes qui accomplissent le même genre de travail ou de recherches.

Lors du renvoi d'un document modifié, les changements doivent être soulignés clairement.

- k. Article 8 - Les avant-projets de documents volumineux, scientifiques, techniques ou spécialisés, doivent être envoyés au Directeur des langues officielles, afin que des recherches terminologiques soient entreprises. Indiquer sur les demandes: POUR RECHERCHE TERMINOLOGIQUE SEULEMENT - PAS DE TRADUCTION OFFICIELLE. Un renvoi à la demande de recherche terminologique devra, par la suite, accompagner la demande de traduction officielle.

- l. Article 10 - On doit consulter le Directeur du Service de traduction au sujet de tout projet de modification d'un texte traduit par le Service de traduction. Lorsque cela s'avérera nécessaire, le Directeur du Service de traduction pourra communiquer avec le Directeur des langues officielles.

- m. Article 11 (b) - La bibliothèque du Ministère doit fournir le matériel de référence au Directeur du service de traduction.

- n. Article 11 (c) - Le Chef des Services administratifs, en collaboration avec les divers services du Ministère, doit fournir les services de sténographie et dactylographie nécessaires en cas d'urgence.

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 18/09/75

No: D/D-75

5.1. (cont'd)

- o. Sections 12 and 13 - The Official Languages Branch will communicate with the Director of Special Operations (Interpretation) of the Translation Bureau with regard to the interpretation services required by the Department. When requesting such services, Branches will give the Official Languages Branch at least one month's notice.
- p. Section 16 (3) - Difficulties have been encountered by the Translation Bureau in providing accurate, meaningful translations of the names of organizational structures and position titles in departments and agencies. Before a final decision is made on names and titles, line managers are to refer the relevant material to the Director, Official Languages Branch whose responsibility will be to consult with the Terminology Centre of the Bureau.

6. ORGANIZATION OF THE TRANSLATION BUREAU

1. The Bureau is currently organized into five branches, three of which serve operating departments, the other two being internal to the Bureau's own activities. The branches are as follows:

- a. Special Operations Branch - responsible for Debates of the House of Commons and Privy Council; responsible also for interpretation services for the whole of the public service.
- b. General Operations Branch - It comprises six divisions, in particular, the Scientific Translation Division to which Translation Services of Indian Affairs and Northern Development report.

5.1. (suite)

- o. Articles 12 et 13 - La Direction des langues officielles devra communiquer avec le Directeur des opérations spéciales (Interprétation) du Bureau des traductions en ce qui concerne les services d'interprétation nécessités par le Ministère. Les demandes pour de tels services devront parvenir à la Direction des langues officielles avec au moins un mois d'avis.
- p. Article 16 (3) - Par le passé, la traduction des noms de services et de postes des ministères et organismes de l'Etat s'est révélée difficile. Avant de prendre une décision dans ce domaine, les agents organiques feront parvenir la documentation pertinente au Directeur des langues officielles qui se chargera de consulter le Centre de terminologie du Bureau.

6. ORGANISATION DU BUREAU DES TRADUCTIONS

1. Le Bureau des traductions est subdivisé en cinq directions, dont trois sont au service des ministères et deux veillent aux besoins du Bureau lui-même:

- a. Direction des opérations spéciales - assure les services de traduction de la Chambre des communes et du Conseil privé; assure également les services d'interprétation pour l'ensemble de la fonction publique.
- b. Direction des opérations générales - Elle comprend six divisions, notamment la division des traductions scientifiques dont relève le Service de traduction des Affaires indiennes et du Nord.

DEPARTMENTAL DIRECTIVES  
DIRECTIVES MINISTÉRIELLES

Date: REV 18/09/75

No: D/D-75

6.1. (cont'd)

c. Regional Operations Branch -  
responsible for production scheduling,  
overload services; responsible for the  
operations of regional divisions of  
the Translation Bureau; responsible  
for foreign languages' translation.

d. Research and Development Branch -  
responsible for research and investi-  
gation in language terminology and  
for staff training and development.

e. Management Systems Branch -  
responsible for internal adminis-  
trative services.

7. REFERENCES:

1. Translation Bureau Regulations,  
SOR/68-460, October 23, 1968
2. Administrative Policies and Proce-  
dures (Secretary of State,  
December 15, 1972)
3. Instructions for Use of the Request  
for Translation.

6.1. (suite)

c. Direction des opérations régionales -  
chargée d'établir le bilan de la  
production et d'absorber le surcroît  
de travail des autres directions;  
chargée de l'exploitation des divisions  
régionales du Bureau des traductions;  
comprend aussi une division de  
traduction des langues étrangères.

d. Direction de la recherche et du  
perfectionnement -  
chargée des recherches terminologiques  
et de la formation du personnel.

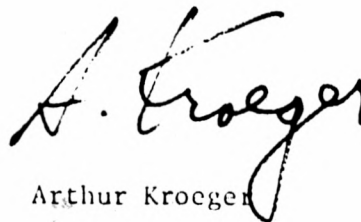
e. Direction de la gestion intégrée -  
s'occupe des services administratifs  
internes.

7. REFERENCES:

1. Règlement du Bureau des traductions,  
DORS/68-460, 23 octobre 1968
2. Méthodes et règles administratives  
(Secrétariat d'Etat, 15 décembre 1972)
3. Mode d'emploi pour l'utilisation de la  
formule de "Demande de traduction".

Deputy Minister;

Le Sous-ministre,

  
Arthur Kroeger

OCTOBER 21, 1968  
No. 20

THE CANADA GAZETTE PART II  
VOLUME 132

SOR/68  
460

33

SOR/68-460

**TRANSLATION BUREAU ACT**

**Translation Bureau Regulations**

P.C. 1968-1888

**AT THE GOVERNMENT HOUSE AT OTTAWA**

**THURSDAY, the 3rd day of OCTOBER, 1968.**

**PRESENT:**

**HIS EXCELLENCY THE GOVERNOR GENERAL IN COUNCIL**

His Excellency the Governor General in Council, on the recommendation of the Secretary of State, pursuant to section 6 of the Translation Bureau Act, is pleased hereby to approve the annexed Regulations Respecting the Provision of Translation Services made by the Secretary of State on the 30th day of August, 1968.



25 OCTOBRE 1968  
N° 20

LA GAZETTE DU CANADA PARTIE II  
VOLUME 182

DORS/68  
460

DORS/68-460

## LOI SUR LE BUREAU DES TRADUCTIONS

Règlements du Bureau des traductions

C.P. 1968-1888

HÔTEL DU GOUVERNEMENT À OTTAWA

Le JEUDI 3 octobre 1968.

PRÉSENT:

SON EXCELLENCE LE GOUVERNEUR GÉNÉRAL EN CONSEIL

Sur avis conforme du secrétaire d'Etat et en vertu de l'article 6 de la Loi sur le Bureau des traductions, il plaît à Son Excellence le Gouverneur général en conseil de ratifier par les présentes les «Règlements concernant les services de traduction» ci-après, établis par le secrétaire d'Etat le 30 août 1968.

OCTOBER 23, 1968  
No. 20

THE CANADA GAZETTE PART II  
VOLUME 102

S. 98, 68  
460

## REGULATIONS RESPECTING THE PROVISION OF TRANSLATION SERVICES

### *Short Title*

1. These Regulations may be cited as the *Translation Bureau Regulations*.

### *Interpretation*

2. In these Regulations,
  - (a) "department" means a department of the Public Service and includes both Houses of the Parliament of Canada and all bureaus, branches, commissions and agencies created or appointed by Act of Parliament or by order of the Governor in Council;
  - (b) "designated official" means an employee of a department designated in accordance with the provisions of paragraph (b) of subsection (1) of section 7;
  - (c) "Interdepartmental Committee" means the Interdepartmental Advisory Committee on Government Translations established by section 11;
  - (d) "proofreading" means the examination and correction of typographical details or of illustrations on sheets printed from type or plates and includes the verification of numbers contained in tables and documents;
  - (f) "revision" means the examination and correction of the meaning and form of a translation and includes the insertion into a translation of changes made in the original text after it has been submitted for translation to the Bureau; and
  - (g) "translation" means the written transposition of words and numbers from one language to another and includes an adaptation that accurately conveys the meaning thereof.

### *Responsibilities of the Bureau*

3. The Bureau shall
  - (a) subject to these Regulations, make all translations requested by departments;
  - (b) co-operate with departments in revising documents prepared by departments;
  - (c) deliver translations or revisions in legible form to the department requesting the translations or revisions;
  - (d) ensure that translations or revisions made by it conform, in so far as Canadian usage permits, to "le français universel" or Standard English, whichever is applicable;
  - (e) subject to these Regulations, provide interpretation services requested by departments; and
  - (f) give technical advice on questions relating to translation, terminology and style to employees of departments.

## RÈGLEMENTS CONCERNANT LES SERVICES DE TRADUCTION

*Titre abrégé*

1. Les présents règlements peuvent être cités sous le titre: *Règlements du Bureau des traductions.*

*Interprétation*

2. Dans les présents règlements,
- a) «ministère ou département» s'entend d'un ministère ou département de la Fonction publique, y compris les deux Chambres du Parlement du Canada et les bureaux, directions, commissions et organismes créés ou nommés par une loi du Parlement ou par décret du Gouverneur en conseil;
  - b) «fonctionnaire désigné» s'entend d'un employé d'un ministère ou département, qui est désigné en conformité des dispositions de l'alinéa b) du paragraphe (1) de l'article 7;
  - c) «comité interministériel» s'entend du Comité consultatif interministériel des traductions du gouvernement, créé par l'article 14;
  - d) «interprétation» s'entend de la traduction orale;
  - e) «correction d'épreuves» s'entend de l'examen et de la correction des détails typographiques ou des illustrations sur des feuilles imprimées à l'aide de caractères d'imprimerie ou de clichés, y compris la vérification des chiffres figurant dans les tableaux et documents;
  - f) «revision» s'entend de l'examen et de la correction du sens et de la forme d'une traduction et comprend l'insertion, dans une traduction, de changements correspondant à des modifications apportées au texte initial après la présentation de ce dernier au Bureau pour traduction; et
  - g) «traduction» s'entend de la transposition écrite de mots et de chiffres d'une langue à une autre et comprend une adaptation qui en respecte fidèlement le sens.

*Responsabilités du Bureau*

3. Le Bureau doit
- a) sous réserve des dispositions des présents règlements, faire toutes les traductions demandées par les ministères et départements;
  - b) collaborer avec les ministères et départements à la revision de documents rédigés par eux;
  - c) livrer les traductions ou revisions sous une forme lisible au ministère ou département qui les demande;
  - d) s'assurer que les traductions ou revisions faites par lui soient conformes, dans la mesure où le permettent les usages canadiens, au français universel ou au «Standard English», selon le cas;
  - e) sous réserve des dispositions des présents règlements, fournir les services d'interprétation demandés par les ministères ou départements; et

OCTOBER 23, 1968  
No. 20

THE CANADA GAZETTE PART II  
VOLUME 102

SOR/68  
460

4. (1) Except in cases of particular urgency, the Bureau shall make translations in the English or French language in accordance with the following order of priority:

- (a) documents that are required to be published in both the English and French languages including
  - (i) all Parliamentary documents,
  - (ii) all official departmental documents and publications, and
  - (iii) speeches and press releases;
- (b) handbooks and administrative directions intended for the use of departmental employees;
- (c) documents, including correspondence, that are required to be translated solely for the assistance of an individual who has not a working knowledge of both the English and French languages; and
- (d) staff magazines.

(2) The Bureau, upon receiving a request for translation from a department, shall forthwith estimate the amount of time required to make the translation and determine whether or not its normal facilities for serving the department will permit the making of the translation within the maximum time available for that purpose.

(3) Where the Bureau is of the opinion that its normal facilities for serving a department will not permit the making of a translation within the maximum time available for that purpose, the Bureau shall communicate with the designated official of the department in order

- (a) to obtain an extension of the time available for making the translation;
- (b) to obtain a change in the department's translation priorities; or
- (c) to make any other arrangement with the department for making the translation.

5. (1) The Bureau shall make a translation of a document from or into a language other than English or French if

- (a) the International Translations Index contained in the National Science Library of the National Research Council has been consulted by the department requesting the translation; and
- (b) where a translation of the document is available elsewhere, a reasonable effort has been made by the department to obtain it.

(2) Where a department does not have the facilities to do so, the Bureau shall prepare the final presentation of a translation of a document from or into a language other than English or French, including the typing, captions, page-setting and proofreading of such a translation.

6. When, in the opinion of the Superintendent of the Bureau, the Bureau is unable to deal adequately with requests for translations or interpretations made by departments, the Bureau may, in accordance with the provisions of the *Government Contracts Regulations* and in compliance with any security requirements, engage the services of professional translators or interpreters as independent contractors.



- f) donner aux employés des ministères ou départements des conseils techniques sur des questions de traduction, de terminologie et de style.
4. (1) Sauf urgence particulière, le Bureau doit faire les traductions en français ou en anglais selon l'ordre de priorité suivant:
- a) documents à publier à la fois en français et en anglais, y compris
    - (i) tous les documents parlementaires,
    - (ii) tous les documents officiels et toutes les publications officielles des ministères et départements, et
    - (iii) les discours et les communiqués de presse;
  - b) manuels et directives administratives à l'usage des employés des ministères et départements;
  - c) documents, y compris la correspondance, dont la traduction est requise uniquement pour aider une personne dont la connaissance du français ou de l'anglais est insuffisante pour lui permettre de travailler dans ces deux langues; et
  - d) magazines destinés au personnel.
- (2) Lorsqu'il reçoit d'un ministère ou département une demande de traduction, le Bureau doit immédiatement évaluer le temps nécessaire pour faire la traduction et déterminer si les ressources normales dont il dispose pour servir le ministère ou département lui permettront ou non de faire la traduction dans le délai maximum qui lui est imparti à cette fin.
- (3) Lorsque le Bureau est d'avis que les ressources normales dont il dispose pour servir un ministère ou département ne lui permettront pas de faire une traduction dans le délai maximum qui lui est imparti à cette fin, il doit communiquer avec le fonctionnaire désigné du ministère ou département afin
- a) d'obtenir une prolongation du délai imparti pour faire la traduction,
  - b) d'obtenir une modification des priorités de traduction du ministère ou département, ou
  - c) de prévoir avec le ministère ou département d'autres dispositions pour faire la traduction.
5. (1) Le Bureau doit traduire un document, lorsque la langue de départ ou d'arrivée de cette traduction est autre que le français ou l'anglais,
- a) si le ministère ou département qui demande la traduction a consulté le Répertoire International des Traductions de la Bibliothèque scientifique du Conseil national de recherches, et
  - b) si, lorsqu'il existe ailleurs une traduction du document, le ministère ou département a fait un effort raisonnable pour l'obtenir.
- (2) Lorsqu'un ministère ou département ne dispose pas des ressources nécessaires pour le faire, le Bureau doit préparer la présentation définitive de la traduction d'un document lorsque la langue de départ ou d'arrivée de cette traduction est autre que le français ou l'anglais, y compris la dactylographie, les légendes, la mise en page et la correction d'épreuves de cette traduction.

OCTOBER 23, 1968  
No. 20THE CANADA GAZETTE PART II  
VOLUME 102SOR/68  
469*Responsibilities of Departments*

7. (1) The head of every department that uses the services of the Bureau shall

- (a) eliminate the need for translation requests to the Bureau based solely on the inability of an employee to read or prepare texts in the English or French language;
- (b) designate an employee in his department who shall communicate with and receive communications from the Bureau in respect of translations and revisions requested from the Bureau by the department;
- (c) provide the Bureau annually with a five-year forecast of its translation requirements, including, in the case of translation requirements in respect of languages other than English or French, a listing of the languages from or into which translations are required;
- (d) include in his production schedules for publications the time required for translation, such time to be determined in consultation with the Bureau; and
- (e) supply to the Bureau's Terminology Centre two copies in each language of any document that is published by the department in both the English and French languages, upon the publication thereof.

(2) A department shall, in the manner determined by its designated official and the Bureau, send all documents for translation or revision to the Chief of the Translation Division attached to the department, or if no Translation Division has been attached to the department, to the Director of Production of the Bureau, together with two copies of a request for translation in a form approved by the Superintendent of the Bureau.

(3) Where a department makes a request for translation, it shall, at the time of making the request, advise the Bureau of

- (a) the maximum time available for translation; and
- (b) any security measures that may be necessary in respect of the document in respect of which the translation is requested.

(4) A department shall attach to all documents, in respect of which translation is requested, any documentation that may be of assistance to the Bureau including

- (a) the original and translated versions of similar previous texts;
- (b) any document where the text prepared in consequence thereof is submitted for translation into the language used in that document;
- (c) previously prepared scientific or technical vocabularies; and
- (d) the source of quotations, information or texts used as reference.

8. Where a department intends to request translation of a scientific, technical or specialized document that is being prepared in the department, it shall, upon the completion of the first draft thereof, forward a copy of the draft to the Bureau in order that terminological research may be commenced by the Bureau.

6. Lorsque, de l'avis du surintendant du Bureau, le Bureau est incapable de satisfaire convenablement aux demandes de traduction et d'interprétation des ministères ou départements, le Bureau peut, en se conformant aux dispositions des Règlements sur les marchés de l'État ainsi qu'aux exigences de sécurité, le cas échéant, retenir les services de traducteurs ou d'interprètes professionnels travaillant à titre d'entrepreneurs indépendants.

*Responsabilités des ministères ou départements*

7. (1) Le chef d'un ministère ou département qui a recours aux services du Bureau doit

- a) faire disparaître la nécessité de soumettre au Bureau des demandes de traduction fondées uniquement sur l'incapacité d'un employé de lire ou de rédiger des textes en français ou en anglais;
- b) désigner un employé de son ministère ou département qui doit communiquer avec le Bureau et en recevoir des communications au sujet des traductions et révisions demandées au Bureau par le ministère ou département;
- c) fournir annuellement au Bureau des prévisions quinquennales de ses besoins de traductions, y compris, dans le cas des besoins de traductions dont la langue de départ ou d'arrivée est autre que le français ou l'anglais, une liste établie selon les langues de départ ou d'arrivée de ces traductions;
- d) prévoir, dans ses plans de production de publications, le délai nécessaire à la traduction, ce délai devant être déterminé en consultation avec le Bureau; et
- e) fournir au Centre de terminologie du Bureau, dès la publication, deux exemplaires en chaque langue de tout document publié par le ministère ou département en français et en anglais.

(2) Un ministère ou département doit, de la manière déterminée par son fonctionnaire désigné et par le Bureau, envoyer tous les documents à traduire ou réviser au chef de la Division de traduction qui sert le ministère ou département ou, si le ministère ou département n'est servi par aucune Division de traduction, au directeur de la Production du Bureau, avec deux exemplaires d'une demande de traduction ou de révision établis sur une formule approuvée par le surintendant du Bureau.

(3) Lorsqu'un ministère ou département fait une demande de traduction, il doit, au moment où il fait cette demande, faire connaître au Bureau

- a) le délai maximum imparti pour la traduction; et
- b) les mesures de sécurité qu'il pourrait être nécessaire de prendre au sujet du document à traduire.

(4) Un ministère ou département doit joindre à tous les documents dont il demande la traduction toutes documentations qui peuvent être utiles au Bureau, notamment

- a) les versions originales et les traductions de textes antérieurs analogues;
- b) tout document dont on s'est inspiré pour rédiger le texte à traduire lorsque ce document est rédigé dans la langue d'arrivée de la traduction demandée;

Date: REV 18/09/75

No: D/D-75

Appendix B

Control No. - N° de contrôle

849367

REQUEST FOR TRANSLATION  
DEMANDE DE TRADUCTION

IMPORTANT

1. Include self-addressed label
2. Send all Non English/French and Non French/English requests Direct To: Multilingual Division, Translation Bureau.
3. Attach any documentation that may be of assistance to the Translation Service in compliance with Translation Bureau Regulations:
  - Original and translated version of similar previous texts.
  - Document from which the text to be translated originated.
  - Previously prepared scientific or technical vocabularies.
  - Source of quotations, information or texts used as reference.

IMPORTANT

1. Joindre une étiquette portant votre adresse.
2. Envoyer directement tous les textes en langues étrangères à La Division multilingue, Bureau des Traductions.
3. Joindre tout document qui peut être utile au Service de Traduction en conformité des règlements du Bureau des Traductions:
  - Les versions originales et les traductions de textes antérieurs analogues.
  - Tout document dont on s'est inspiré pour rédiger le texte à traduire.
  - Les vocabulaires scientifiques ou techniques déjà établis.
  - La source des citations, ainsi que les renseignements ou textes de référence.

TO - A		Date Submitted Date de la demande			Date Required Demandé pour le		
		D/J	M/M	Y/A	D/J	M/M	Y/A
Document to be Translated Document à traduire		Languages - Langues			Codes		
		FROM Du/de			<input type="checkbox"/>		
		TO Vers le			<input type="checkbox"/>		
Contact - Pour renseignements		Room - Pièce		Telephone - Téléphone		Authorizing Officer - Agent autorisé	
Department - Ministère		Branch - Direction		Division		Signature	
Special Instructions - Indications spéciales		Include original control no. if part of a former request. S'il s'agit de la suite d'une demande antérieure, insérer le n° de contrôle original.					

FOR TRANSLATION BUREAU USE ONLY - À L'USAGE DU BUREAU DES TRADUCTIONS

Trans - Trad		Revisor - Reviseur		Steno - Copiste		Reread by - Relu par	
Date Received - Reçu le		Category - Catég.		Specialty - Spéc.		No. of documents Nombre de documents	
D/J	M/M	Y/A	A	B	Ext.		
Date Completed - Terminé le		Total words - Mots		Control No. - N° de contrôle			
D/J	M/M	Y/A				849367	
<input type="checkbox"/> Mailed Par la poste		<input type="checkbox"/> Picked up Par porteur		Initials - Initiales			



OCTOBER 23, 1968  
No. 20

THE CANADA GAZETTE PART II  
VOLUME 102

30R/68  
4643

9. Subject to subsection (2) of section 5, a department shall be responsible for the final presentation of translations delivered to it by the Bureau, including the typing, printing, page-setting and proofreading of such translations.

10. A department shall take full responsibility for any changes it makes in translations provided by the Bureau.

11. Where the Bureau has attached a Translation Division to a department, the department shall

- (a) provide suitable office space for the Translation Division;
- (b) acquire for the library of the Translation Division such reference material as the Chief of the Translation Division considers necessary for the performance of his duties and, at the request of the Chief of the Translation Division, place such reference material in the office space occupied by the Translation Division; and
- (c) make available to the Translation Division the stenographic and typing services required by it to meet emergencies.

#### *Interpretation Services*

12. (1) The requirements of both Houses of the Parliament of Canada and of the committees thereof in respect of interpretation services shall be given first priority by the Bureau.

(2) Subject to subsection (1), the Bureau shall provide interpretation services to departments.

13. (1) When a department commences preparation for any conference in respect of which it intends to request the Bureau to provide interpretation services, it shall notify the Bureau in writing and provide the Bureau with any information and documentation that may be useful to the Bureau including agenda, working papers, reports, speeches and specialized vocabularies.

(2) Where, in the opinion of the Superintendent of the Bureau, a department has not provided sufficient information and documentation to allow reasonable preparation to be made by the Bureau for provision of interpretation services, the Superintendent may limit the services of the Bureau to interpretation that can be made without special preparation.

(3) A department that has requested interpretation services for a conference shall

- (a) where possible, organize a meeting for the day preceding the conference between the employees of the Bureau who are to provide the interpretation services and specialists attending the conference for the purpose of familiarizing the employees of the Bureau with the material to be discussed at the conference;
- (b) provide and install at the conference the equipment deemed necessary by the Bureau to enable the Bureau to provide the interpretation services requested; and
- (c) make all travel and accommodation arrangements and pay all travel expenses in respect of employees of the Bureau who are to provide interpretation services at conferences held outside of Ottawa.

- c) les vocabulaires scientifiques ou techniques déjà établis; et
- d) la source des citations, ainsi que les renseignements ou textes de référence.

8. Lorsqu'un ministère ou département a l'intention de demander la traduction d'un document scientifique, technique ou spécialisé rédigé par ses services, il doit, après en avoir terminé le premier projet, faire parvenir copie du projet au Bureau afin que ce dernier puisse entreprendre des recherches terminologiques.

9. Sous réserve des dispositions du paragraphe (2) de l'article 5, la présentation définitive des traductions livrées par le Bureau à un ministère ou département, et notamment la dactylographie, l'impression, la mise en page et la correction d'épreuves de ces traductions, incombe au ministère ou département auquel elles sont livrées.

10. Un ministère ou département doit assumer la pleine responsabilité de toutes modifications qu'il apporte aux traductions fournies par le Bureau.

11. Lorsque le Bureau a chargé une Division de traduction de servir un ministère ou département, ce dernier doit

- a) fournir des locaux convenables à la Division de traduction;
- b) acquiescer, pour la bibliothèque de la Division de traduction, la documentation de référence que le chef de la Division de traduction estime nécessaire à l'exercice de ses fonctions et, à la demande du chef de la Division de traduction, placer cette documentation de référence dans les locaux occupés par la Division de traduction; et
- c) mettre à la disposition de la Division de traduction les services de sténographie et dactylographie dont elle a besoin en cas d'urgence.

#### *Services d'interprétation*

12. (1) Le Bureau doit réserver ses services d'interprétation en priorité aux deux Chambres du Parlement et à leur comités.

(2) Sous réserve des dispositions du paragraphe (1), le Bureau doit fournir les services d'interprétation aux ministères et départements.

13. (1) Lorsqu'un ministère ou département commence à préparer une conférence pour laquelle il a l'intention de demander des services d'interprétation au Bureau, il doit en aviser le Bureau par écrit et lui fournir les renseignements et la documentation qui peuvent lui être utiles, notamment l'ordre du jour, les documents de travail, les rapports, les discours et les vocabulaires spécialisés.

(2) Lorsque, de l'avis du surintendant du Bureau, un ministère ou département n'a pas fourni suffisamment de renseignements et de documentation pour lui permettre de se préparer à assurer des services d'interprétation convenables, le surintendant peut limiter les services du Bureau à l'interprétation qui peut être faite sans préparation spéciale.

(3) Un ministère ou département qui a demandé des services d'interprétation pour une conférence doit,

- a) lorsque c'est possible, organiser pour la veille de la conférence une réunion entre les employés du Bureau qui doivent fournir les

*Interdepartmental Committee*

14. (1) An Interdepartmental Advisory Committee on Government Translations, consisting of eight members, shall consider questions of priority resulting from requests made for translations and the provision of interpretation services.

(2) The Interdepartmental Committee shall consist of

- (a) two members appointed by the Under Secretary of State, one of whom shall act as Secretary of the Interdepartmental Committee and shall have no vote;
- (b) one member appointed by the Secretary of the Treasury Board;
- (c) the Superintendent of the Bureau or his representative;
- (d) the Queen's Printer or his representative;
- (e) one member appointed from the Special Secretariat on Bilingualism of the Privy Council; and
- (f) two designated officials representing departments not otherwise represented, selected according to an annual rotation system.

(3) The Interdepartmental Committee shall meet once at the beginning of each calendar year to choose its chairman and thereafter at the call of the chairman.

15. (1) Where a conflict in priorities arises because of requests made by more than one department for translations or the provision of interpretation services, the Bureau shall refer the conflict to the Interdepartmental Committee for a decision.

(2) The decision of the Interdepartmental Committee shall be binding upon all departments.

*Terminology Centre*

16. (1) The Bureau shall maintain a Terminology Centre that shall

- (a) carry out terminological research and prepare and distribute terminological instructions and bulletins;
- (b) make its services available to departments; and
- (c) co-operate with universities and other institutions and agencies involved in terminological research.

(2) Departments shall co-operate with the Terminology Centre and supply it with copies of documents containing specialized glossaries and vocabularies that come into their possession.

(3) Departments shall seek the assistance of and co-operate with the Terminology Centre in the selection of a title for any new body under the jurisdiction of the Parliament of Canada in respect of which a title in both the English and French languages is required.



services d'interprétation et les spécialistes qui assisteront à la conférence, afin de permettre aux employés du Bureau de se familiariser avec les questions qui doivent être discutées à la conférence;

- b) fournir et installer dans les locaux de la conférence l'équipement que le Bureau juge nécessaire pour lui permettre d'assurer les services d'interprétation demandés; et
- c) prendre toutes les dispositions relatives au déplacement et au logement des employés du Bureau qui doivent assurer les services d'interprétation aux conférences qui n'ont pas lieu à Ottawa et payer tous les frais de déplacement et de pension de ces employés.

#### *Comité interministériel*

14. (1) Un comité consultatif interministériel des traductions du gouvernement, formé de huit membres, examinera les questions de priorité que posent les demandes de traduction et la fourniture de services d'interprétation.

(2) Le Comité interministériel comprend

- a) deux membres nommés par le sous-secrétaire d'Etat, l'un d'eux étant secrétaire du Comité interministériel et n'ayant pas droit de vote;
- b) un membre nommé par le secrétaire du Conseil du Trésor;
- c) le surintendant du Bureau ou son représentant;
- d) l'Imprimeur de la Reine ou son représentant;
- e) un membre nommé parmi le personnel du Secrétariat spécial du bilinguisme établi par le Conseil privé; et
- f) deux fonctionnaires désignés, choisis chaque année d'après un tour de rôle et représentant des ministères ou départements qui ne sont pas autrement représentés.

(3) Le Comité interministériel se réunit au début de chaque année civile pour choisir son président et les réunions suivantes ont lieu sur convocation du président.

15. (1) Lorsqu'il y a conflit de priorité entre des demandes de traduction ou de services d'interprétation faites par plus d'un ministère ou département, le Bureau soumet la question au Comité interministériel pour qu'il en décide.

(2) Tous les ministères et départements sont tenus de se soumettre aux décisions du Comité interministériel.

#### *Centre de terminologie*

16. (1) Le Bureau dispose d'un Centre de terminologie qui

- a) fait des recherches terminologiques, rédige et distribue des instructions et bulletins terminologiques;
- b) tient ses services à la disposition des ministères et départements; et
- c) collabore avec les universités et autres institutions et organismes qui font des recherches terminologiques.

1398

[6]

(2) Les ministères et départements doivent collaborer avec le Centre de terminologie et lui fournir des exemplaires ou copies des documents contenant des glossaires et vocabulaires spécialisés qui leur parviennent.

(3) Les ministères et départements doivent réclamer le concours du Centre de terminologie et collaborer avec lui pour choisir les désignations des nouveaux organismes qui relèvent du Parlement du Canada lorsqu'elles doivent être libellées en français et en anglais.

PUBLICATION TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_  
-----I. PRESENT

Branch Representative \_\_\_\_\_ PHONE \_\_\_\_\_ ROOM \_\_\_\_\_

Program Information Officer \_\_\_\_\_ PHONE \_\_\_\_\_ ROOM \_\_\_\_\_

Departmental Publishing Officer \_\_\_\_\_ PHONE \_\_\_\_\_ ROOM \_\_\_\_\_

Designer \_\_\_\_\_  
(Name) (Address) (Phone)Illustrator \_\_\_\_\_  
(Name) (Address) (Phone)Writer \_\_\_\_\_  
(Name) (Address) (Phone)II. PURPOSEAudience: (1) Indians (2) General (3) Educators (4) Students  
(5) Other. Specify \_\_\_\_\_Format: (1) Booklet (2) Pamphlet (3) Folder (4) Fact Sheet  
(5) Chart (6) Map (7) Other. Specify \_\_\_\_\_

Mode of Distribution: free ( ) sold ( ) restricted ( )

Quantity: English ( ) French ( ) Bilingual ( ) Other ( )

Number of illustrations. ( ) Number of Photos ( ) b & w ( )  
color ( )

Number of pages ( ) Color code ( ) Paper Stock ( )

Cover Stock ( ) OTHER SPECIAL INSTRUCTIONS \_\_\_\_\_  
\_\_\_\_\_  
-----

Program Information Officer: \_\_\_\_\_ DATE \_\_\_\_\_

Branch Representative: \_\_\_\_\_ DATE \_\_\_\_\_

Departmental Production Officer: \_\_\_\_\_ DATE \_\_\_\_\_

## APPENDIX B

BUDGET REQUIREMENTSPUBLICATION TITLE \_\_\_\_\_ DATE \_\_\_\_\_  
-----I. CREATIVE COSTSA. Writing \$ \_\_\_\_\_ Contractee: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_B. Illustrating \$ \_\_\_\_\_ Contractee: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_C. Photography \$ \_\_\_\_\_ Contractee: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_D. Translation \$ \_\_\_\_\_ Contractee: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_II. PRODUCTION COSTSA. English ( ) Bilingual ( )

Design: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Typesetting: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Color Separation: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Printing: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

B. French

Design: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Typesetting: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Color Separations: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

Printing: Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_

C. Extra Costs Specify item and actual costs.  
\_\_\_\_\_  
\_\_\_\_\_III. DISTRIBUTION COSTSMailing. Estimate: \_\_\_\_\_ Actual: \_\_\_\_\_  
-----IV TOTAL COSTSTotals: Estimates: \_\_\_\_\_ Actual: \_\_\_\_\_  
-----\_\_\_\_\_  
Chief, Information  
Date:\_\_\_\_\_  
Branch Director  
Date:\_\_\_\_\_  
Director-General  
Date:

## APPENDIX "F"

OTTAWA, Ontario K1A 0H4  
December 14, 1976

Eric Plummer,  
Information Services

Our File: 1é12-4-44

Re: Publications Committee Review - Tawow.

In reference to our recent meeting with yourself and Mr. Boucher concerning the standardization of Tawow, I would like to confirm the following points from our discussion:

1. The size of Tawow would remain the same, 8½" x 11". No change would be made to convert the size of Tawow to the new metric format.
2. (a) The cover of Tawow would be reproduced in full colour to a maximum cost of \$500.00. A one-colour plate may be used only if the reproduction is suitable to the theme of the issue and is specified by the editors.  
  
(b) Each issue of Tawow will include an eight-page colour section distributed throughout the magazine to a maximum cost of \$1,000.00.  
  
(c) Total cost for colour in each issue of Tawow including the cover, page content, colour separations and 12% taxes will be \$2,000.00.
3. All design and artwork (illustrations) including taxes will be \$3,000.00.
4. Although a type face has not been selected, total cost for all the type-setting will not exceed \$1,500.00.

Each magazine will be restricted to 40 pages plus the cover until an evaluation is completed including the readership survey. A decision will not be made as to the quality of the paper stock until Mr. Boucher has presented to the committee several dummie issues of Tawow utilizing a variety of paper stocks. The cost of the selected paper stock has been suggested not to exceed \$8,500.00.

Cont'd on next page

..... 2

In reference to the readership survey, I will be responsible for developing a readership card to be included into the next issue. I will also be responsible for checking the mailing lists for duplications and exploring the advantages of utilizing the Alphatext system.

I trust the above-mentioned points meet with your approval and will look forward to convening another meeting of the publication's review committee in order to finalize the format. The committee's approved format for Tawow will be forwarded to the director for approval.

Tom Hill,  
Senior Education and Cultural,  
Development Officer

A RE-DESIGNED "INDIAN NEWS"

Report of a Committee of Information Services

HOWARD BERNARD

THERESA NAHANEE

VICTOR WILCZUR

## INDEX

History - Pages 1 & 2

Objectives - Pages 2 & 3

Readership - Pages 3 & 4

Editorial Policy - Pages 4 & 5

Format - Page 5

Design - Pages 5 & 6

Resources - Page 6

News Sources - Page 7

Budget/Printing Costs - Pages 7 & 8

Realities of Present Readership - Page 9

Consolidation of Ideas/Idées & Dialogue  
into Indian News - Pages 9, 10, 11 & 12

Recommendations - Pages 12 & 13

Comparison of Newsmagazine and Newspaper - Page 14



## HISTORY

Indian News, budgeted at \$50,000 for the current fiscal year, has undergone several changes in format since it first came out 20 years ago. It is a sometimes monthly publication with a circulation of approximately 65,000 (35,000 Indians/30,000 non-Indians). The number of French speaking recipients is not known. Department estimates have ranged between 2,500 to 6,000 French speaking Indians but even these were not based on any proper census. A proper count through a mailback form to be filled out and returned by the reader is proposed for an early date. Only a few issues have been brought out in a bilingual tumble format such as the most recent ones.

Other issues contain original articles written in French which relate to Quebec but which are not translated in the English text. The paper's objectives will be dealt with in more detail later in this report. Indian News is a publication written by and for Indians and is produced in the Program Information Services. The opinions and statements contained in its pages are not necessarily those of the Program or the Department.

Ideas/Idées, budgeted at \$48,000 for the current fiscal year, was a bilingual publication put out for the last three years by the Economic Development, Operations. Hitherto it was issued four times a year with a circulation of 60,000. Following its termination as a separate publication last summer, available editorial matter is being rised as inserts in Indian News. Each insert is devoted to one of the nine regions. Ideas/Idées tells the story of Indian & Eskimo business enterprises.

Dialogue, budgeted at \$25,000 for the current fiscal year, first appeared in December 1973 as the official organ of the ADM, Indian and Eskimo Affairs. The title itself was a misnomer; the publication was really a "monologue." It was produced in a bilingual tumble format. Slowness in approvals of copy has hampered its monthly issue. Circulation was, less than 3,000, mainly Indian Chief, Band Council members, Senators, MPs, and editorial writers. Its purpose was to inform Indian people of the Federal services and programs available to them.

#### OBJECTIVES OF INDIAN NEWS

- 1) To publicize activities of Indians and Indian bands which enhance the view that Indian people can retain their cultural identity while advancing in Canadian society through individual and band enterprises.
- 2) To present a positive image of Indian people so as to offset that so often found in non-Indian daily newspapers. To dispel existing stereotypes which have been created and are sustained about Indian people through the printed and electronic media.
- 3) To record accurately and objectively the viewpoint and/or opinion of Indian people on events which affect their lives and livelihood.
- 4) Without propagandizing, to explain to various readers the policies and programs of the Department in specified areas i.e. education, land claims, economic development, community programs, etc.
- 5) To provide news coverage on events which will ultimately have ramifications for all Indian people in Canada, i.e. court decisions, presentations to the federal government by Indian organizations or groups.

- 6) To provide information on a national scale of what is happening in various communities so that all may have an opportunity to know about programs available to Indian people.

#### READERSHIP OF INDIAN NEWS

Registered Indians living on reserves or in cities were intended to be the bulk of the readership of Indian News. However, only a much-needed indexing and close examination of the mailing lists will bear this out. The audience is a much younger one than is the case with other groups within the Canadian mosaic. This is an important consideration in selecting the kinds of material for Indian News as is the degree to which this audience is rural based with preferences different from those of urban dwellers.

The statistics show that more than half of the country's 280,000 registered/status Indians are under the age of 15. While the number of Indian youth completing high school has risen recently, 90% of those starting school still drop out by grade 10. There has been some increase in the number of Indians taking some sort of post-secondary education. There are approximately 4,000 doing so, 1,200 of them in university. But proportionately, this remains far below the Canadian average. In Manitoba, 50% of Indian people live in isolated areas where no roads exist and this is repeated to a lesser degree in all provinces. Indian

Indian Friendship Centres, Indian organizations, Indian band offices, local offices of the Department of Indian Affairs, Federal Government Departments and Crown corporations make up the majority of a bulk mailing list. Government, public and school libraries across Canada and the U.S. form a good portion of the individual

mailing list as well as schools, vocational training institutes and universities across Canada.

#### EDITORIAL POLICY

The editorial policy of Indian News is stated in a box carried on an inside page. It is that Indian News is a publication edited by Indians and is devoted to news of, for and about Indians and Indian communities, and that the opinions expressed therein are not necessarily those of the Department of Indian and Northern Affairs.

It is the view of the Indian News staff that the publication is a vehicle for free expression by Indian people, and further that this vehicle should remain so without interference from the Department. It is also the contention of the Indian News staff that the Editor should have the final responsibility for what is to be printed in this publication.

In this latter respect, Honourable Jean Chrétien, when Minister, fully supported this position in a letter dated May 12, 1972, which said, in part:

"... the Editor and staff of the Indian News are given the widest possible discretion in the selection and use of material, and I would not want to interfere, or appear to be interfering, with the free exercise of their functions."

It is recommended that the National Indian Brotherhood be consulted about the redesign of the Indian News proposed in this report. To maintain credibility outside the Department, Indian News should be seen as an editorially independent publication.

#### FORMAT

An option considered by the committee was to change from the present tabloid size to that of a news magazine using a better quality paper. Among reason cited in support of this were:

- A) The news was at least six weeks old by the time it reaches the reader because of the lengthy production schedule of the tabloid.
- B) There are several successful news magazines in existence for Indian people, i.e. NATIVE PERSPECTIVE which services Friendship Centres and THE SASKATCHEWAN INDIAN, which answers to that province's needs. There is, however, no national Indian newsmagazine.
- C) A change in format would, more easily accommodate the large number of features being considered. It seemed unlikely that the present 8-page or 12-page newspaper format would provide the necessary space.
- D) Indian people would be more likely to keep a magazine than a paper.

Ultimately the decision was taken, for reasons of economy, among others to retain the tabloid newspaper format with a more lively content and approach.

#### DESIGN

It is proposed that the Cultural Affairs branch be asked to name five or six native artists, such as Leo Yerxa, who designed the 4th series of Olympic coins to:

- 1) submit a new graphic design for Indian News in a newspaper tabloid format;

- 2) submit illustrations as column and department standing headings for the various new features to be carried in the re-designed for format.

#### RESOURCES

The present staff of Indian News consists of the Editor, recently promoted to the IS-3 level on the recommendation of the Information Services staff, appointment of an Assistant Editor is planned for an early date.

The consolidation of Indian News, Ideas/Idées and Dialogue should improve the resources and enable the use of stringers in the nine regions to cover Indian news pertaining to their areas.

The job description of the Indian News editor specifies that 40% of the editor's time be devoted to travel. It is intended that activities outside Ottawa which have national interest and significance be covered by Headquarters Information staff, particularly that of Indian News. The nature of this publication makes it imperative that the Editors have the ability to get along with leaders of the Indian community at all levels. It is regarded as imperative that the editors be Indian persons and that their immediate supervisors be Indian as well. This is likely to give the greatest assurance that Indian News will be responsive to the needs of the entire Indian community.

#### NEWS SOURCES

A redesigned Indians News will seek to draw on many news sources. Among them:

- 1) The Canadian Native News Service, if a way can be found to negate its copyright claims, which are unacceptable to a publication put out by the Government of Canada.



- 2) Band councils are being encouraged to submit articles for publication concerning their advancements in the fields of education, economic development, community endeavours and activities.
- 3) Indian people on an individual basis are encouraged to submit articles, stories, poetry, art. These include Indian prison inmates, a forgotten segment of the Indian population.
- 4) Higher court decisions, which affect the native people. When these occur they should be written in simple style.
- 5) Press releases from various government departments and agencies which pertain to Indians/Inuit.
- 6) Paid freelance articles. This will help Indian News to grow into the premier Indian publication in Canada. It would also encourage native people to enter Journalism.
- 7) Information officers will be encouraged to write for Indian News about activities to which they are assigned.

#### BUDGET/PRINTING COSTS

The following comparisons were used in examining production costs another aspects of a newsmagazine and a tabloid newspaper:

NEWSMAGAZINE

NEWSPAPER

TIME LIMIT

15 working days plus 5 working days printing (36 pages)

15 working days; possible to cut down to one week.

BUDGET

4 colour on cover 1 & 4  
32 pages (16 french/16 english)  
\$5,450 X 12 ... \$65,400 using better

16 pages (8 pages french/8 english) using newsprint.  
\$3,150 X 12 ... \$37,800

BILINGUALISM/COST

Separate editions french/english  
50,000 copies of 16 page english paper & 10,000 copies of 16 page french.  
\$6,300 X 12 ... \$75,600

Separate editions in french & english  
50,000 copies of 8 page englihs (2 colour) \$2,200 plus \$44 per extra M (4 additional pages \$2,900 & \$58 per extra M)  
10,000 copies of 8 page french \$975 plus \$97.50 per extra M (4 additional pages \$1,285 and \$128.50 per extra M)

GRAPHICS

Designer

STAFF

1. Editor
2. Assistant Editor

1. Editor
2. Assistant Editor

INSERTS

N/A

N/A

POSTAGE

When P.O. receives an application for second class postage, it is judged and a registration no. plus the price per copy is given.  
1st. class postage would be too high.  
3rd. class is relatively low.

The P.O. suggests we stay with 3rd. class mail. At present we pay 5¢ up to 2 oz. We do not qualify for 2nd. class postage as we mail Indian News as a free publication.  
1st. class mail would take most of our budget.

REALITIES OF PRESENT READERSHIP OF INDIAN NEWS

A newspaper is different things to all people.

At the New York Daily News, the newspaper is written and edited for a mythical reader who has not progressed beyond a grade five elementary school education. Over at the United Press International news agency, the content is aimed at a reader with the education of a milkman in Kansas City. Whenever any of the news agency's 200 odd bureaus writes a too obtuse story, UPI HQ in New York fires back "but will the milkman understand it?"

As mentioned earlier in this report, over half of the present Registered population of 280,000 is under the age of 15. This indicates the need to aim a good portion of the content style to a younger audience. This will be done through the use of simpler words, shorter sentences, less governmentalese, more illustrations and photographs to make it more adaptable to this younger age group.

CONSOLIDATION OF IDEAS/IDEES & DIALOGUE INTO INDIAN NEWS

As on a daily or weekly newspaper, a revamped Indian News could be "departmentalized" to incorporate many features as well as the kinds of material carried in Ideas/Idees and Dialogue.

Some of these features or departments could include:

- a) children's art page (s)
- b) children's page (s)
- c) sports
- d) youth events
- e) women's affairs
- f) cooking/native cooking
- g) columnist (s)

- h) native association activities
- i) letters to the editor
- j) education
- k) economic development
- l) news roundup - from clipping service

A) Children's Art Page (s)

At one time Indian News had an art page for children, which in the view of its Editors was "very successful." Many Federal schools had their pupils submit drawing for inclusion in Indian News until the editorial staff was told to delete the page because someone thought it was a waste of space. Resurrecting an art page or pages would necessitate writing letter to all Federal schools soliciting material on a national basis.

B) Children's Page (s)

Suggestions for same:

1. Cross - word puzzles - names of prominent leaders (Indian and otherwise), national issues, cultural activities, artifacts and crafts.
2. Encourage young readers to submit stories of their experiences and communities;
3. Encourage parents to send in stories - humorous and memorable - about their children;
4. Game contests, coloring page(s), things to do. Indian legends; Perhaps a prize such as a book or a small sum of money could be offered for entries in each of the above four categories. Such contests would give an indication as to whether the paper is read.

C) Sports

These could be covered either through regional stringers or PR outlets. It could take the form of organized sports activities on the Reserves, if any exist, and/or descriptions/illustrations of Indian/eskimo games as currently depicted in the 1976 Cape Dorset Eskimo calendar.

D) Youth

Articles encouraging the benefits to be gained by continuing one's education; the availability of training-on-the-job programs such as the Canadian Coast Guard, etc. do stories on Indians who have made good in varied professions; personality profiles.

E) Women's Page(s)

Beside articles on clothing, weaving, it could also incorporate articles on cooking recipes, native and otherwise.

F) Mrs. Eleanor Ellis of the Department's Education Branch and author of its book on native cooking has sufficient material on hand for use on such a page or pages. A writer could transform the available material into prepared copy. Also stories on achievements by Indian women, such as women Chiefs and magistrates.

G) Columnist (s)

The availability of funds arising in part from the amalgamation of Ideas/Idees and Dialogue into Indian News, offers the possibility of getting at least one well-known columnist. An Indian with the stature

of Johnny Yesno, actor, broadcaster and writer, former host-producer of CBC Radio's "Our Native Land" program could probably be approached to contribute a monthly column for about \$300.00. This could be on a rotating basis depending on where the news of the month is.

#### H) Native Associations

Open up a page by rotation each issue to one of the national native associations such as the National Indian Brotherhood, Native Council of Canada, Inuit Tapisirat, Native Women's Association of Canada and the National Association of Friendship Centres. The designated association would be given a deadline to submit text and photos, if any, and told that their material would not be censored beyond being in good taste and not offensive, or libellous.

#### I) Letters to the Editor

Carried in previous issues, they form a good sampling of the mood of native people across the country.

#### RECOMMENDATIONS

- 1) That Indian News remain in its present format; that of a tabloid newspaper.
- 2) That the International Standard Number 0019 - 6029 appear on the top right hand corner of the front page, complete with its prefixed letters (ISSN 0019-6029)
- 3) That "Dialogue"-type articles appear from time to time in Indian News.



- 4) That Howard Bernard be appointed Editor of Indian News and that he be provided with an assistant at an early date.
- 5) That a new mailing list must be made up as soon as possible.
- 6) That freelancers be paid for contributions to Indian News.
- 7) That the Editor of Indian News have the final responsibility for the content of the publication.
- 8) That Indian News staff be encouraged to travel to cover stories of national significance.
- 9) That tape recorders such as the Sony TC 150's be provided for Indian News Staff as well as a portable typewriter (manual) and that the Department pay the Indian News Staff in the National Press Club of Canada. Since membership in any press club is reciprocal with all other press clubs, this would ease accessibility of Indian News personnel to other media not only in Ottawa but in other cities they would be in in connection with Indian News business.