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PUBLISHING POLICIES AND GUIDELINES  
FOR CONSUMER RESEARCH REPORTS.

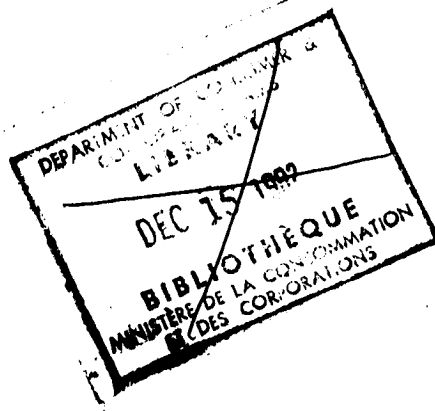
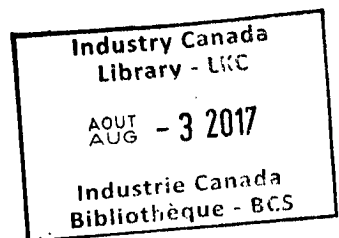
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## PUBLISHING POLICIES AND GUIDELINES FOR

### Consumer Research Reports



Prepared for: Consumer Research Branch,  
Consumer and Corporate Affairs,  
Canada

Submitted by: David Stevenson

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## I. PUBLISHING POLICIES

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|--|------------------|
| 1. <u>Consumer Research Reports</u> will enable the Consumer Research Branch (CRB) to report on its research programs and activities; thus increasing public understanding of such activities and filling an identified information need both in response to demand and in the interests of the Department of Consumer and Corporate Affairs (CCAC). | Objectives       |
| 2.1 <u>Reports</u> will make available the information, material and results of research projects commissioned or selected by CRB which are determined to be of sufficient quality and value to warrant dissemination  | Editorial policy |
| 2.2 Prepared by CCAC officials or authors outside the department, the information, opinions and conclusions contained in a <u>Report</u> need not express the current policies of CCAC. The quality and presentation will reflect the standards for research demanded by CRB.  |                  |
| 2.3 A <u>Report</u> will consider one or more of the subject areas -- consumer choice, market sectors, consumer protection (including the legislative and legal framework) -- under study by CRB.  |                  |
| 2.4 The level of discourse will satisfy the expectations of the professional. A general knowledge and understanding of the discipline will be assumed.   |                  |
| 3. The target audience for <u>Reports</u> comprises individuals and institutions with a professional interest in consumer research or in the particular topic under consideration.   | Audience         |
| 4. <u>Reports</u> are classified as Category D (free distribution) publications in compliance with <u>Policy and Guidelines on Canadian Government Publishing</u> (2nd ed.; Ottawa: Treasury Board, 1977). As such, the responsibility for publishing rests with CCAC.   | Classification   |

- |   |                         |
|---|-------------------------|
| 5. <u>Reports</u> are a "series" of monographs published at irregular intervals.  | Frequency               |
| 6. As a term of the contract for research projects commissioned by CRB, all material submitted which forms part of the project will be in a manner and form suitable for publication.   | Manuscript submission   |
| 7. The copyright for all materials prepared in the course of a research project belongs to Her Majesty, and a note of copyright will appear in each publication. CCAC may grant the use or reproduction, in whole or in part, of material covered by copyright. | Copyright               |
| 8. A <u>Report</u> will be published in separate English and French versions. The publication dates, contents and format of the versions will be similar.   | Languages               |
| 9. To ensure a consistent and high quality of design and presentation, each <u>Report</u> will conform to the standard format developed for the series.   | Design                  |
| 10. The quantity printed of each <u>Report</u> will be determined by the estimated demand over a two-year period. The print-run for each version will not exceed approximately 500 copies.  | Printing                |
| 11. Distribution will be controlled by CCAC to achieve the objectives for the series and to conform to the requirements and guidelines for Canadian government publications.  | Distribution            |
| 12. The author is responsible for the information content of a <u>Report</u> and for providing all material in a form suitable for publication, free of copyright or other restrictions which would render publication improper.                                | Author responsibilities |

13. CRB is responsible for the selection or commissioning of material, and for ensuring that the professional and literary quality in both official languages is consistent with the expectations of the audience and standards for the series.

CRB  
Responsibilities

14. Information and Public Relations (IPR) is responsible for the production and distribution for the series and ensuring that publications conform to governmental and policies.

IPR  
Responsibilities

## II GUIDELINES

Publishing involves the process of selecting material for publication, its editing, translation, design, production, promotion, distribution, warehousing, and inventory control. The publisher assumes all costs of publishing -- and some responsibility for the literary and professional quality of the contents of the publication.

To provide for the orderly and efficient progress of a manuscript through the publishing process while ensuring that the publisher's responsibilities are met and the process remains within the financial limitations set, the following guidelines and procedures have been developed. They make effective use of the facilities and expertise available within, and to, CRB.

## 1. Contract

- 1.1 The "Memorandum of Agreement" between Her Majesty the Queen in right of Canada represented by the Minister of Consumer and Corporate Affairs and the Contractor shall contain a statement in article 1 (services) regarding the provision of a manuscript in a form suitable for publication.

Services

"To submit any material intended for publication in a manner and form as stipulated by CRB, and to carry out those revisions deemed necessary to render the material acceptable for publication.

Said material shall be original and free of any restrictions due to copyright or other reasons that would render the printing of it by the Crown improper."

- 1.2 Article 8(1) of the "Memorandum of Agreement" shall be amended to give copyright for all materials to Her Majesty.

Copyright

"All research, reports, papers, material forming part of or produced in the performance of this Agreement and all copyright thereto is the property of Her Majesty and neither the Contractor nor his servants or agents shall divulge, release or publish any such research, reports, papers, material or information, or any part thereof without first having obtained written permission from the Minister."

This provision is being reviewed by Legal Services to resolve a conflict with provisions in our current standard form contract.

- 1.3 The limited distribution of Reports allows a liberal granting of permissions to reprint excerpts of length of published material covered by sub-article 8(1). Consents should be granted to any reasonable request, subject to paras. 31 and 32 of Policy and Guidelines. For unpublished material, consent to publish will be granted unless such action would prejudice established and specific rights and privileges of the government.

Reprint  
Permission

- 1.4 It is recommended that the "fair usage" practice as outlined in Chicago Manual be accepted to allow reprinting of short excerpts from published material.



## 2. Responsibilities

### 2.1 The author is responsible for:

- providing a finished and complete manuscript suitable for publication (including preliminary material, appendices, indices, tables and charts) in accordance with the terms of the Agreement established by CRB and conforming with the "guide to authors" (see Appendix 1);
- incorporating the decimal heading system and other format requirements set out by CRB;
- if requested, providing introductory material prior to submission of a manuscript to enable the appraisal and approval processes to be initiated;
- obtaining any permissions required for the publication of previously published material;
- incorporating the substantive or copy-editing changes requested by CRB resulting from the assessment, appraisal, and evaluation processes;
- at the request of CRB, proofreading and approving the typescript of the material.

### 2.2 Consumer Research Branch is responsible for:

- determining whether a research project will yield material suitable for inclusion in the series;
- informing the author of the requirements for a manuscript intended for publication;
- notifying IPR of each project being considered for inclusion in the series and bringing to IPR's attention any work for which demand or the interests of CCAC dictates a different design or production procedures;
- selecting manuscripts for consideration and obtaining assessments, appraisals and approvals;
- ensuring that the manuscript agrees with the objectives and policies for the series in terms of the literary and professional quality of the contents;

- confirming that the manuscript is free of restrictions;
- informing IPR of the date the manuscript will be ready for the production process;
- supervising the substantive and copy-editing revisions resulting from the evaluation process;
- communicating to the author any queries arising during the publication process, and transmitting and receiving the author's typescript corrections;
- reviewing and approving the translated version;
- supervising the proofreading of the typescript and approving changes and corrections;
- approving the accuracy of the translation into the other official language;
- in consultation with IPR, developing distribution and promotion plans for publications.

Consumer Research Branch will name an officer responsible for each publication. This person will carry out the functions of CRB for a manuscript and provide the liaison with the author, appraisors and IPR during the publishing process.

### 2.3 Information and Public Relations is responsible for:

- establishing the publication date and quantity printed for each title and developing and controlling the production schedule;
- providing the mechanical editing service and preliminary material that is the responsibility of the publisher;
- arranging for the translation and revision of the manuscript into the other official language;
- providing finished art for the design elements, tables, charts and diagrams for the publication;
- proofreading the typescript of the translated version and incorporating author corrections and changes made in the original-language version;
- ensuring that the publication conforms to Government and CCAC policies, standards and procedures for publishing;

- communicating with the Publishing Centre and Printing Centre on matters relating to publishing;
- in consultation with CRB, developing distribution and promotion plans for each publication;
- implementing the distribution and promotion plans, and administering the program evaluation and follow-up;
- maintaining and up-grading the distribution lists at regular intervals;
- submitting, on request, reports on the publishing activity to CRB and to Treasury Board.

### 3. Selection

To ensure that the series achieves and maintains a consistent and professional level in content and presentation, CRB will institute the selection process for each manuscript under consideration. The process involves obtaining assessments, appraisals, approval and evaluations.

- 3.1 The decision to publish is based on different criteria and considerations from those involved in determining the success of a research project in meeting the requirements of CRB or terms of an Agreement. The assessment of the manuscript is addressed to these additional criteria.

#### Assessment

The principal requirement is that the ultimate reader and user -- beyond CRB -- be considered. The information must be of value to this wider audience, and be presented in a manner and form which is interesting and satisfies the reasonable expectations for publications of this type.

The publication must be complete and self-explanatory, and it must contain the necessary background or explanation for the reader to understand not only the purpose of the research, but the purpose of the publication.

Assessment also involves determining that the manuscript fulfills the objectives and policies for the series and that the author has followed the guidelines and requirements to make the manuscript suitable for the publishing process. Should a manuscript not be suitable in its submitted form, the assessor is expected to communicate the revisions or additions that are required.

The assessor should also consider the content and be able to discover those conclusions or opinions which do not reflect current policies of CCAC or are of a controversial nature. These will be brought to the attention of those involved in the approval process.

The assessor need not be highly knowledgeable in the particular area of specialization, for the assessment is concerned more with the presentation and ensuring that the publication is consistent with the series.

- 3.2 The appraisals of the manuscript focus on the quality and comprehensiveness of the contents and information presented. CRB has an obligation, both to the author and to the ultimate audience, to enlist the aid of the best possible appraisors -- persons knowledgeable in the area of specialization and willing and able to give objective, detailed consideration to the manuscript.

#### Appraisal

The names of researchers or scholars to serve as appraisors could be suggested by individuals in CRB, or could be drawn from a literature search of the topic; selection need not be formalized.

As a general rule, each manuscript shall be examined by one appraiser. However, highly technical material may be submitted to two appraisers.

Arranging for appraisals can be done prior to receipt of final manuscript. The author would be required to provide either the tentative table of contents and introductory chapter(s) or an outline -- two to three pages -- of the contents, terms of reference and scope of the planned manuscript. Potential appraisors would be sent this and additional material on the manuscript sufficient to enable them to judge their own willingness and capability to comment on the study.

The request for an appraisal must also include a short description of the scope of the appraisal expected; the date when the manuscript will be sent and the time allotted for appraisal (normally, four weeks is sufficient and reasonable); arrangements for payment of an honorarium, if applicable; and an assurance that the appraiser's identity will be kept from the author unless prior agreement is obtained.

A response is expected: either an agreement to appraise, with or without additional conditions, or suggestions of other individuals who would be capable of providing an appraisal.

When the manuscript is submitted by the author, and once the assessment has been made, a copy of the manuscript is sent to each appraiser by registered mail. Any special considerations or queries arising from the assessment on which the appraisers' comments are sought should be raised at this time, in addition to providing the general guide outlining the requirements of an appraisal.

The date and method that the manuscript and appraisal is to be returned should be reconfirmed.

If the manuscript is delayed for any reason, the appraisers must be notified so that they may reschedule this project.

On occasion the CRB assessor will be able to appraise the manuscript; in this instance, it may only be necessary to obtain one other appraisal.

3.3 Each manuscript proposed for publication must be approved by the Directors of CRB and IPR, the Assistant Deputy Minister for Consumer Affairs and the Deputy Minister of CCAC. To facilitate approval, once the assessment is completed a memorandum will be circulated. The memorandum shall identify:

Approval

- the title, author, approximate length and expected publication date of the work;
- the scope and terms of reference of the study;
- the issues raised and conclusions reached in the research;
- areas of possible conflict with CCAC policy or of a controversial nature;
- any foreseen problems or special requirements that will arise in the publishing process;
- any divergence from the standard format, publishing system, or objectives and policies for the series.

In most instances, this memorandum will provide sufficient information to obtain approvals -- rather than circulating the complete manuscript. The manuscript will be provided should additional information be requested.

- 3.4 The comments and recommendations obtained as a result of these operations are themselves subject to evaluation before the final decision to proceed is made.

#### Evaluation

Even on the response to a manuscript is generally favourable, suggestions -- in organization, emphasis, detail -- are invariably proffered. Not all recommendations need be incorporated; CRB, in consultation with the author, will establish the revisions required.

The author is responsible for incorporating the changes and providing the final "clean" manuscript ready for publication. CRB need only to review the work to ensure that the revisions have been made as specified.

#### 4 Production

Although production is the responsibility of IPR, it will be helpful for CRB project officers to be familiar with the requirements of the various stages in the process. By knowing and planning for the needs of production during manuscript preparation, the time and costs for publishing can be sharply reduced.

- 4.1 The manuscript must be submitted in the physical format outlined in the "guide to authors." This will enable the additional material and information required during production to be added to the manuscript without resulting in confusion. Each element should be clearly identified and separate as each receives a different treatment during production. The "clean" and complete original, rather than a Xerox copy, should be submitted.

Manuscript

Advance note of the date of submission of the final manuscript will allow IPR to schedule the production and expedite publication.

- 4.2 Individual Reports must conform to the standard format for the series (see Appendix 2). This system was developed after careful consideration of the requirements and expectations for the series, to utilize the resources available within CCAC and to exploit the efficiencies available to small print-run publications. By incorporating the format requirements (particularly the decimal heading system) during manuscript preparation, the need for revision and re-typing can be substantially reduced.

Format

- 4.3 Illustration -- tables, charts, diagrams -- included in the manuscript must be complete and provided in the manner in which they are to appear in the final publication. IPR will supply "final art" for such illustrations using the lay-out provided as the guide.

Illustration



Photographs or other illustration supplied for publication "as is" must be in a form suitable for the production processes used, and the necessary credits must be provided.

- 4.4 The editorial function is to be kept to the minimum (substantive and copy editing corrections having been incorporated by the author prior to submission). IPR editing will consist of a check of "mechanical" editing functions -- internal consistency and accuracy of references, spelling, presentation of footnotes and bibliography entries, consistency with editorial and design style and standards for the series; and providing the publishers preliminary material and the type mark-up for the typesetter.

Editing

- 4.5 Translation services are normally obtained from outside CCAC. Again, advance notification of submission will facilitate scheduling of this phase. The revision of the translation is done by IPR staff to ensure consistency with the series and original language version. However, final approval of the translated version rests with CRB.

Translation

The manuscript of the translated version will be returned to CRB for review and approval.

Translation and revision can be aided if the author provides the title in the second language of any federal government or other publication available in both languages that has been cited in the text, footnotes or bibliography. (This information is usually available on the title page or copyright page.) This provides direction for translators and reduces the research necessary in preparing accurate and complete references.

- 4.6 The manuscript will be typeset on AES equipment within CCAC, following the mark-up instructions based on the standard format developed. This method results in a typescript that is in "page-proofs" (i.e., the print-out of the text is in pages and is used as final art).

Typesetting

Changes in copy -- additions or deletions -- at this stage are costly and time-consuming, for they may necessitate a re-type of all subsequent pages in a section.

- 4.7 Two copies of the typescript will be provided to CRB for proofreading, by the author or CRB staff. Proofreading involves making sure that the typescript agrees exactly with the manuscript -- that no letters, words or lines have been transposed, eliminated or added.

Proofreading

One copy of the typescript may be retained by CRB; the other, incorporating all corrections, shall be returned to the typesetter. Normally, three to five working days are allotted for proofreading a typescript. For lengthy manuscripts, or to hasten the process, sections of a typescript can be proofed as they become available. All illustration requires careful proofing for both content and presentation.

If an index is required, this can be prepared using the retained copy of the typescript.

Few authors can resist making changes (a comma inserted, a sentence re-worked, a paragraph added or deleted) once the text is seen in typescript. Such changes must be distinguished from typographical corrections (e.g., a different colour of pen) so that they be checked and incorporated into the translated version. Every author alteration must be approved by CRB, bearing in mind the probable delays in scheduling and additional costs that will result.

- 4.8 Proofreading the translation typescript and incorporating approved alterations will be done by IPR.
- 4.9 Checking the corrected typescript to confirm that all changes have been made and that no new errors have been introduced will be done by IPR.

Final pages

4.10 Press preparation, printing and binding will be done by CCAC under the supervision of IPR. The finished publications will be delivered to IPR for distribution. The plates or negatives will be retained to facilitate reprinting if necessary.

Printing

## 5 Distribution

The limited print-run and specialized nature of Reports require that distribution be carefully controlled to ensure that reasonable demand is met while maintaining a cost-effectiveness balance.

Because Reports are free publications, CCAC is able to distribute copies to those individuals and institutions that have a defined interest in consumer research or in a particular topic and that CRB wants informed of its activities, rather than being reactive -- waiting for orders to be placed. Automatic distribution to these target audiences will achieve the objectives for the series.

### 5.1 Audience

The audience for Reports, individuals and institutions with a professional interest in consumer affairs, includes departments of government (federal, provincial, municipal), education, non-governmental and private research organizations, government officials, academics, professionals, practitioners, researchers, agency and media representatives working in consumer research-related areas or in the particular topic under consideration.

The audience for Reports is mostly Canadian, but some distribution outside Canada will be done.

The primary focus of the distribution will be to place Reports in libraries and resource centres (allowing multiple use and for reference) and to the government and non-government counterparts of CRB.

Libraries: Canada

- National Library and Library of Parliament;
- CCAC libraries and resource centres;

- central libraries of selected federal government departments;
- legislative libraries of the provinces;
- provincial consumer affairs department libraries;
- major university and college libraries;
- the central or reference library for major urban areas;
- the designated resource library in each provincially recognized library region;
- major consumer organization, industry trade association, and private research institution libraries;
- libraries with collections in consumer research subject areas.

#### Libraries: International

- designated full-depository libraries for Canadian government publications;
- national libraries or legislative libraries;
- consumer affairs department libraries at the federal level;
- education, research, organization libraries with extensive collections in consumer research subject areas.

#### Counterparts: Canada

- consumer research branches and sections in federal and provincial government departments and agencies;
- university and college departments of consumer studies;
- non-government organizations and private industry consumer research sections.

#### Counterparts: International

- consumer research branches and sections in federal government departments and agencies;
- major university departments of consumer studies;
- major non-government and private industry consumer research organizations.

The second thrust will be to distribute Reports to individuals working in the consumer research field and to government and non-government organizations, libraries and institutions working or with collections in the discipline or subject area of a particular Report.

## 5.2 Distribution Lists

Separate French and English distribution programs shall be developed. For each, distribution can be separated into two categories: automatic distribution and order-fulfillment. Each shall be administered differently.

The automatic distribution category will include those markets selected or designated by CRB and IPR, standing orders, and exchanges. To simplify the administration and processing of distribution, and to control the number of automatic distribution copies of each Report, this category is divided into three classifications:

- A -- those receiving all publications;
- B -- those receiving publications in a specific subject area. This list will be sub-divided into three groups matching CRB areas of study;
- C -- those receiving an individual title.

The A - classification contains the major libraries and counterparts in Canada and abroad; the B - classification contains the author of the report, individuals and institutions with a defined interest and extensive collection in the subject area; the C - classification contains the individuals, special libraries and organizations with a professional interest in the particular topic. The lists for A and B classifications will be maintained in a form that allows for a "Merge and

Purge" if a Report calls for distribution to more than one B sub-division. IPR will establish and maintain these lists on an automatic addressing system.

The C list will be developed for each title. To be included: author copies, individuals and organizations suggested by the author, CRB and IPR; complimentary and review copies; copies for appraisors and CRB distribution. CRB will prepare the final list in consultation with IPR. Although a record of C-distribution should be retained for future publications in the same specialization, an automatic addressing system need not be maintained.

During the first year of publication, the number of entries for A and B classifications should not exceed 400 for the English program and 150 for the French. Controls must be introduced to avoid duplication in the automatic distribution, requests, and promotional activity of the Publishing Centre.

Requests for Reports can be expected on a result of promotional activity for the title, exposure from automatic distribution and inclusion in acquisition lists and bibliographies. IPR will administer the order-fulfillment. Records of requests should be kept and reviewed by IPR and CRB to provide entries for A and B classifications from additional names or markets missed in the original list-compilation.

### 5.3 Advertising and Promotion

Promotional activity for the series will be restricted to listing available titles in Consumer Research Newsletter, the "checklists" of Canadian publications issued by the Department of Supply and Services (see Policy and Guidelines, para. 81) selected scholarly review journals and other periodical indices and, possibly, in each Report published in the future.

Notwithstanding the above, review copies of the first Reports published may be distributed to selected scholarly and trade publications in the specific discipline under consideration. This serves to announce and establish the series with the intended audience, to locate addition audience groups, and to provide independent reviews of the individual Reports and direction for future publishing. A suggested list of review periodicals would be requested from the author; CRB and IPR would select the final distribution list for review copies. No more than ten copies should be circulated for review, and no attempt should be made to obtain reviews in general audience publications.

For those institutions placed on the automatic distribution lists, a covering letter explaining the series and distribution frequency and system will be prepared and distributed with the first Reports.

Should the contents or the interests of the Department warrant the wider distribution and promotion of a Report, a different format and system must be developed -- either instead of, or in addition to, the system presented here.

#### 5.4 Follow-up and Evaluation

To maintain the integrity of the distribution lists and to obtain evaluations of the distribution program from recipients, a questionnaire and response mechanism shall be distributed on a regular basis to those individuals and institutions on the automatic distribution lists.

The questionnaire developed by CRB in co-operation with IPR will be designed to assess the value of the publications, their effect, and the achievement of the objectives of the series, as well as the



the effectiveness of the publishing and distribution system. It could include a response requirement confirming the recipients wish to continue receiving publications. Individual entries on the automatic distribution lists would be revised accordingly.

## Consumer Research Reports

### Guide for Authors

This guide is intended to assist authors preparing a manuscript for publication in Consumer Research Reports.

Recognizing the time and costs involved in providing manuscript copy in a specific form, the Consumer Research Branch (CRB) recommends and will accept the format and presentation outlined below for all material, research and reports prepared for, or forming a part of, a research project.

Authors seeking additional information on specific points mentioned in this guide, or wishing further information on the publishing process, are directed to A Manual of Style (12th ed., rev.; Chicago: University of Chicago Press, 1969. Hereafter referred to as Chicago Manual). To ensure a consistency of presentation within the series, Chicago Manual has been selected as the basic reference for style and manuscript preparation.

#### 1. Manuscript Requirements

The manuscript is to be typed double-spaced and on one side only of 8- $\frac{1}{2}$  X 11" white bond paper. The original copy, rather than a photocopy, should be submitted. Generous margins -- top and bottom, right and left -- are appreciated as various marks and instructions are added by translators, designers and typesetters during production.

BLOCK QUOTATIONS in-text are to be distinguished from the main text by indenting from the left margin; but are to be typed single-spaced.

NOTES are to be typed double-spaced and as a separate section from text. If noting is extensive, consecutive numbering for each chapter should be used. The format and presentation for Notes should follow that recommended by Chicago Manual, pp. 337-370.

The BIBLIOGRAPHY is to be typed double-spaced and as a separate section. Again the presentation for entries should follow the recommended format in Chicago Manual, pp. 371-388.

The ILLUSTRATIONS -- tables, charts, diagrams -- are to be provided on sheets separate from the text as this material follows a different production process. Although CCAC will supply the "final art," any illustration must be provided in the

lay-out and manner intended for publication, and credit (reference) information supplied if necessary. Directions as where in relation to the text the illustration is to appear must also be given.

A DECIMAL HEADING SYSTEM has been adopted for the series to reduce the need for extensive indexing while enabling quick access to information. Authors are requested to incorporate this system of heads and sub-heads when preparing the manuscript, rather than imposing this structure after the writing is finished.

As an aid to TRANSLATION, authors are requested to provide the titles of publications in the other official language where available for works cited in the text, notes and bibliography. (For Canadian Government publications, the title is usually printed on the copyright page.) This information assists translation and revision and speeds up the process.

## 2. Audience and Publishing Concept

The audience for Consumer Research Reports comprises individuals and institutions with a professional interest in the topic under consideration or in consumer research activities. The series has been established to communicate to this audience the activities and research commissioned by CCAC.

To ensure that each publication achieves a high level in quality and presentation while remaining within the limited budget available for publication, certain policies and guidelines have been developed for the series.

In general, the responsibility for providing all material in a form and manner suitable for publication remains with the author. The staff and financial resources for substantive and copy-editing manuscripts are not available. A standard design format and production system for the series has been developed: individual publications must conform to this system.

Permission to reprint any previously published material must be obtained and proper credit included when the manuscript is submitted.

## 3. Content and Presentation

The research, conclusions and opinions contained in a Report are the responsibility of the author and they need not reflect the current policies of CCAC. The information and presentation must reflect the standards demanded by CCAC for research commissioned.

When preparing the manuscript, authors are requested to consider the intended audience, other than CCAC, for the publication. It is assumed that this audience will be familiar with the general concepts and current literature in consumer research. The audience, however, will include individuals who are not highly knowledgeable in the specific topic or discipline; terms, principles, concepts relating to the area of specialization may require explanation.

The level of discourse should satisfy the expectations of the professional rather than the curiosity of a general audience. The Report must contain sufficient explanation for the reader to understand the scope, terms of reference and limitations of the research project and information presented.

#### 4. Evaluation and Revision

Each manuscript being considered for publication will be evaluated for its suitability for inclusion in the series. This normally includes obtaining appraisals from scholars in the discipline as well as assessments by CCAC officials. The criteria for publication differs somewhat from those for acceptance of a research project.

Appraisors, even when their reaction to a manuscript is generally favourable, invariably offer suggestions which would improve the publication. Not all recommendations need be incorporated; but those revisions requested by Consumer Research Branch, after consultation with the author, must be incorporated before the manuscript will be accepted for publication.

#### 5. Translation and Production

Reports are published in both languages. The requirements of translation and the production system for the series allow little flexibility for changes to a manuscript once the publishing process begins. Authors are therefore advised that any alterations or corrections being considered must be resolved before submission of the final manuscript. Changes requested at a later stage are costly and will delay publication unnecessarily.



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Publishing policies and guidelines for  
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