

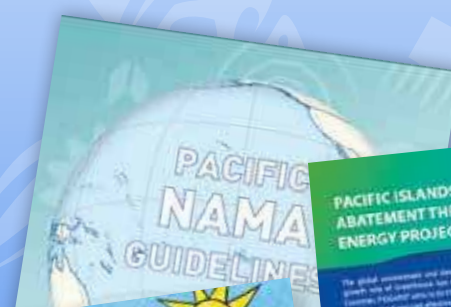


Secretariat of the Pacific Regional Environment Programme

Publication Guidelines



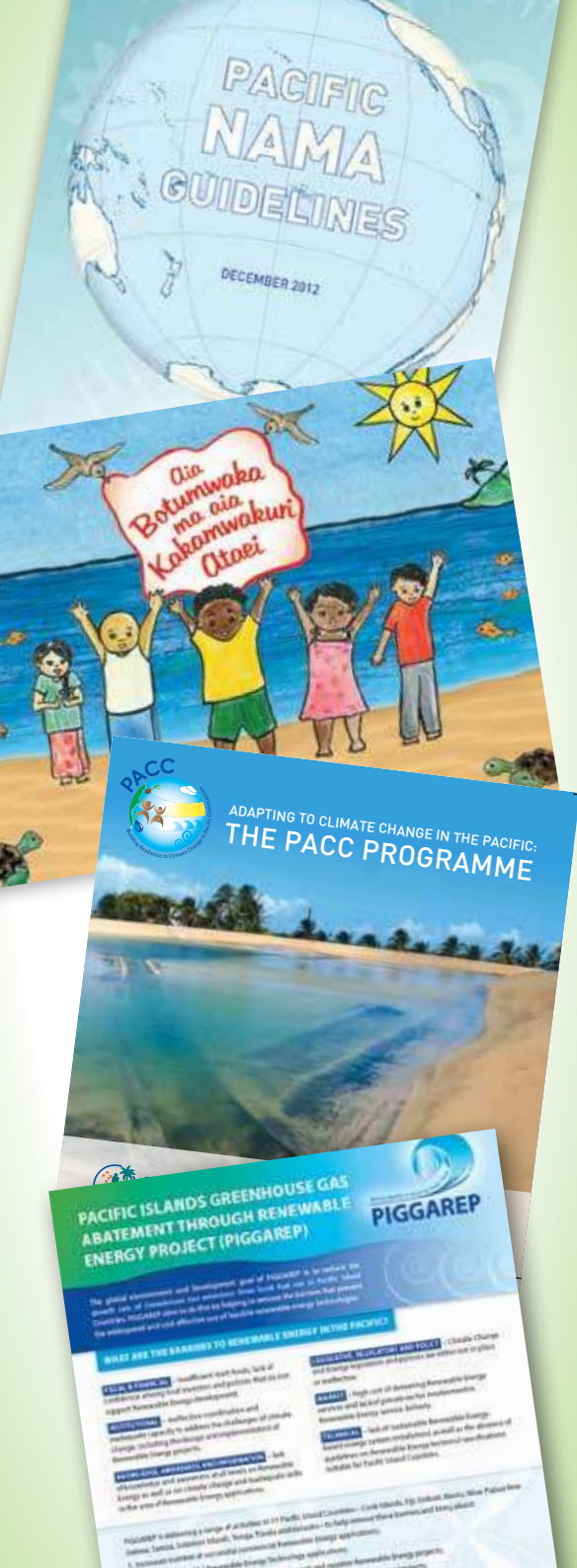
SPREP
Secretariat of the Pacific Regional
Environment Programme





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About these guidelines

We all share the desire to create fantastic communication products that make us proud of SPREP and the work that we do. In order to do this we need to ensure a smooth process for developing these products and we all need to understand our respective roles and responsibilities.

These guidelines have been prepared to assist staff in understanding the process involved in producing SPREP publications.

For the purpose of these guidelines, the term 'SPREP publications' incorporates any and all materials that include the SPREP logo and require external production. For example flyers, brochures, posters, retractable banners, signage, USB sticks and audio-visual materials are all considered to be SPREP publications.

We hope that these guidelines are useful and we welcome your comments and feedback.

Communications and Outreach Team, April 2018.





Time is of the essence

There are lots of steps involved in producing a publication. Even a very small publication, like a brochure or a flyer, can take a long time because of the numerous steps involved.

Our procurement policy outlines the procedure required for sourcing quotes. To ease the burden on our suppliers we source quotes in a big batch on a monthly basis. If the cost of the work is above USD 10,000 you will be required to go to tender. Depending on the amount this will take between 2–8 weeks. *As a general rule, allow one month to get quotes for a small job and six weeks for a large one.*

All SPREP publications must be proofread and approved by the Communications and Outreach team prior to publication. *We ask that you allow two weeks for proofreading and approval.*

Design work will take between five days and five weeks, depending on the complexity and size of the document. *As a general rule, leave at least two weeks for design.*

If your publication requires translation *we suggest that you allow a month*, though a faster turnaround can be arranged for a fee.

Printing itself can take between one day and two weeks, depending on the printer, specifications, size of the job and quantities required. *Allow between one and two weeks for printing.*

Freight and customs clearance is the most unpredictable part of the publications planning process and can take between two weeks and four months. *If you are freighting to Samoa we recommend that you allow one month.*

As you can see, we've already clocked up an absolute minimum of 13 weeks and we haven't even allocated time to write and finalise our content yet!

This is why it's important to plan ahead. If you require a publication for a specific event, such as a conference, you need to have completed your final draft at least four months prior to the deadline. In the case of longer publications, or multiple publications, you need to allow even longer.



START OF PROJECT →

→ FOUR MONTHS →

4 WEEKS

+

2 WEEKS

+

2 WEEKS

+

4 WEEKS

+

4 WEEKS

Quote procurement →

→ Design, proofreading and approval →

→ Translation and final print production →

→ Printing →

→ Delivery →

Putting together a publication – Who does what?

Ultimately, putting together a publication is a massive team effort that involves many people ranging from researchers, document authors, print and paper suppliers, designers, reviewers, approvers, courier companies, customs agents and more!

YOU	COMMUNICATIONS AND OUTREACH	IRCA
Plan your publication needs well in advance.	Provides advice at the thinking and planning stage.	Arranges your ISBN, ISSN and CIP information.
Develop a publications brief and work schedule.	Works with you to develop a publications brief and work schedule.	Takes receipt of printed publications and stores them in the library for distribution.
Develop all content, including images and logos.	Organises an editor or proofreader and oversees the editing process.	Uploads online publications to SPREP website, catalogues a copy into the repository and archive design files.
Organise peer review, if required.	Organises a designer and oversees the design process.	Arranges twice yearly mailouts of SPREP publications to SPREP focal points, partners and depository libraries.
Process all purchase orders and payments.	Makes sure that your final document meets SPREP standards.	Caters to requests to access publications.
Work with Communication and Outreach to undertake evaluation.	Organises your print quotes and oversees the printing/freight process.	Notifies appropriate staff when copies of publications are running low.
	Works with you to undertake evaluation.	

Parts of a publication

Many SPREP publications have some or all of the following components.

- **Title page:** includes the title of the document, subtitle, SPREP logo, donor/partner logos if applicable.
- **Copyright page:** includes SPREP copyright notice, cataloguing in publication data, ISBN/ISSN, publication credits, SPREP logo, SPREP contact details, SPREP vision.
- **Table of contents:** this should accurately reflect the headings that appear in the text.
- **List of table/figures/illustrations**
- **Acknowledgements**
- **Foreword** (written by someone other than the author)
- **Preface** (written by the author)
- **List of abbreviations:** gives the abbreviation and spells out the full name.
- **Executive summary:** is intended to save the reader time by summing up the contents of the publication. It should not be longer than one page.
- **Introduction:** introduces the subject of the publication.
- **Body:** headings and subheadings: keep the number of levels of subheadings to three, if possible, as otherwise it's easy for the reader to forget where they are within a major heading.
- **Conclusion(s) or results:** outlines the results of a study. Conclusions are sometimes placed near the beginning of a document, or in the executive summary, especially if a number of recommendations are given.
- **List of references:** should include all the references that were cited within the text. Sloppily referenced documents, which are all too common, are a disservice to readers and a pain for editors. See the SPREP style guide for detailed information on references.
- **Bibliography:** can include references for works that the author consulted, or that the reader might find useful
- **Annex /Appendix (plural: annexes/appendices):** contains additional, supporting information, possibly technical, that might otherwise impede comprehension of the text or distract the reader by being too specific.
- **Glossary:** list of technical terms or non-English/French words.

Writing tips

English is not the first language for many readers of SPREP publications. Therefore, one of the most important considerations in producing a publication is that it is written clearly, concisely, and without unnecessary words, phrases or jargon. Below are some basic points to keep in mind.

- Before you begin writing, think about the people you are writing for. Who are you targeting? Farmers? Government officials? Donors? School children? Scientists? General public? You need to decide who the target audience is before beginning to write because the writing style, vocabulary and complexity of language for each of these groups is different.
- Be concise, clear and direct in your writing. This point cannot be emphasised enough. Extra words that serve no purpose or give no information only clutter the page and confuse the reader. You will reach more people if your writing is clear and direct.
- Avoid using jargon and technical terms that could be misunderstood, especially by people whose first language is not English.
- Consider whether all of the information in your document needs to be there. It may be more appropriate to put some parts into an appendix or attachment. Likewise, some of the text may be less confusing if it is in table or graph form.
- Read your document aloud; this is often the best way to catch errors. Listen for repetition. If your writing sounds boring, stiff, long-winded or patronising, you have a problem. You may need to tighten up sentences and substitute different words.
- When you refer in your text to an illustration (table or figure), be sure that such an illustration exists and that it goes by the same number in the text as it does on the illustration itself.

Plagiarism (failure to acknowledge the source of quoted material) is a crime. Make sure that if you have used material from a published source, you acknowledge that source.

Copyright

SPREP's standard copyright statement is as follows:

Copyright © Secretariat of the Pacific Regional Environment Programme (SPREP), [year].

Reproduction for educational or other non-commercial purposes is authorised without prior written permission from the copyright holder provided that the source is fully acknowledged. Reproduction of this publication for resale or other commercial purposes is prohibited without prior written consent of the copyright owner.

In the case of brochures, where space is at a premium, the copyright can be shortened to:

© SPREP [year].

This copyright statement protects our work from commercial exploitation, while ensuring that the information can be freely used for scientific, educational or research purposes, provided SPREP and the source document are acknowledged.

Copyright and authorship

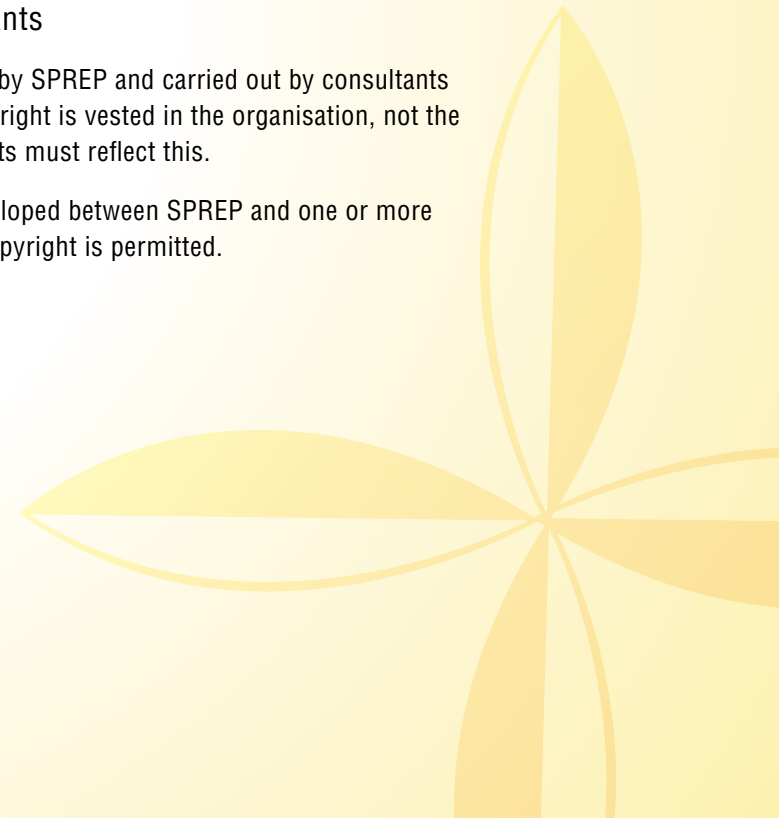
SPREP employees can request to be listed as authors on SPREP publications but the copyright is vested in the organisation. Authors may not be listed on the front cover of a publication but may be included in the ISBN/ISSN, CIP pages and in the body of the publication.

Requests and queries regarding authorship should be made to the Communications and Outreach team.

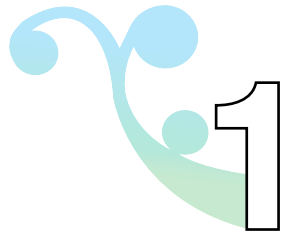
Copyright and consultants

Work that is commissioned by SPREP and carried out by consultants belongs to SPREP. The copyright is vested in the organisation, not the author. Consultancy contracts must reflect this.

Where publications are developed between SPREP and one or more other organisations, joint copyright is permitted.



Seven steps to a perfect publication



Thinking and planning

Well before any work commences on your materials, careful thought should be taken to establish what you are trying to achieve and who is your audience is. Ask yourself what is the purpose of the publication (or other materials) is, and try to be as specific as possible.

“If your stated objective is to ‘raise awareness’ then you have not put enough thought into your communications planning.”

The first question to ask yourself is “Do I need a publication at all?” Publications can be expensive and time-consuming. Before you commit to producing a publication, ask yourself whether your stated objective can be met through alternative or complementary avenues.

The Communications and Outreach team can help with the publications planning process. We obviously can’t do your thinking – or your work – for you, but we can talk you through the steps involved. We can also seek out opportunities to integrate the communication objectives of your project through other SPREP communication channels.

These integration opportunities are well worth pursuing as they are not just cost-effective – they’re also proven to be more effective when it comes to spreading your message.

The importance of evaluation

For all communication materials it's important to think about how you're going to evaluate their success *before* you commence the work – not afterwards! This way you can build in evaluation methods from the outset.

In the interest of continual improvement, all SPREP publications are required to have at least one evaluation measure. Your evaluation should directly reference the aim of the publication.

For example – if the aim of your publication is to educate primary school aged children in Tonga about the importance of recycling then you will need to survey teachers and children in Tonga about whether your publication hit the mark. You might even do a before and after survey about recycling to gauge how much the children learned. Similarly, if the aim of the publication was to promote a specific event, its success might be measured by the number of people who attended.

Here are some ideas for how you might evaluate your publication:

- Hold a face-to-face focus group with representatives from your target audience.
- Email your publication to a select group of people and ask direct questions.
- Include a reader survey in your publication.
- Create an online survey and invite people to complete it.
- Research how often it has been cited in other publications.
- Keep a record of how many copies have been distributed.
- Record every piece of feedback that you receive – even verbal feedback.
- Talk to IT about the number of times your publication has been downloaded from the SPREP website.



Complete the Publication Brief and develop a work schedule

All SPREP publications and other branded materials (such as banners, posters, USB sticks, bags, t-shirts etc) need to start off with a completed brief. The SPREP Publication Brief helps everybody to get a clear sense of expectations and anticipated outcomes.

Through filling out the brief you will be able to set your budget and your timelines. It also helps us to work with you to create a schedule for your publication and to identify whether peer-review or external consultants will be required.



Content development

Developing the content for your communication materials is your responsibility. Ensuring that the content meets SPREP standards is the responsibility of the Communications and Outreach team.

If you do not have the time or the expertise to prepare your own content you may wish to consider hiring a consultant to prepare the content for you. If you do hire a consultant, talk to the Communications and Outreach team about the Terms of Reference and make sure that the consultant has a copy of these Publication Guidelines along with the SPREP Style Guide and SPREP Identity Guide.



How to provide content to a designer

Don't try to design your content yourself

When the designer receives your content, all the text has to be exported into a different computer application and any formatting you have done will be lost. For this reason, there is no point spending time on trying to make your word document look good. Focus on your content and use square brackets for any instructions that you might have for the designer, such as [please put this paragraph into a text box] or [this should be a pull quote].

Make sure your content is complete

Your document should include and identify all necessary elements such as titles, table of contents, list of tables, list of figures, boxes, side bars, appendices etc. Designers do not like to be surprised by additional content once the design process has already started. This is because they have to plan every page very carefully. If you suddenly decide to add a new page it disrupts the entire document and often results in the design having to be completely re-done.

Separate your images, tables and maps

Tables, figures, maps and images need be provided as individual files. For print publications, please provide all files at the highest possible resolution available. If an image needs to be inserted at a particular location, write these instructions in square brackets in your content. For example [Insert Figure 7 here]. Don't forget to include any captions and photo credits.

Ensure that your credits and copyright are in order

We need to make sure that all images are credited properly. When you provide your photographs to the designer, include the name for the photo credit. Do not use any images, from the web or otherwise, that we don't have permission to use as this can constitute a breach of copyright. For detailed information about image credits, please consult the SPREP Identity Guide.

Get the right logos

it is your responsibility to ensure that all your partners/sponsors are appropriately and accurately acknowledged. Collect all necessary logos that you require into a single folder to send to the designer. Check for any specific branding needs of key partners/sponsors and clearly communicate instructions to the designer. For example [European Union logo needs to appear at top left of front cover].

Make sure your text is approved

Your text needs to be 100% correct and 100% approved before it is sent to the designer.

This is because it is exponentially easier, faster and cheaper to make the corrections prior to the design phase. It also reduces the chances of your designer getting really cranky. These rules apply even if the designer is in-house at SPREP.

Peer review process for SPREP publications

Depending on the type of publication, the content may need to undergo an appropriate peer review. The peer review is the responsibility of the Programme Officer in charge of the publication. The Divisional Director must also be involved in and give final approval of the publication content.

It is important that you include this process in your planning to ensure you meet the publication deadline. It is a good idea to identify your peer reviewers well in advance and clarify any associated costs. It's also a good idea to set clear deadlines for comment to stay in control of your publication date!

The purpose of a peer review is to ensure a high quality product and provide credibility. This process prevents the dissemination of irrelevant findings, unwarranted claims, unacceptable interpretations, and personal views.

A peer review must be conducted for any publication that is scientific or technical in nature. It is also advisable to conduct a peer review for case studies and other publications where the credibility and validity of the information may be questioned.

The peer review is the responsibility of the staff member in charge of the publication.

For publications such as factsheets, posters, and webpage text which summarise information from other sources, peer review by at least two SPREP colleagues is required.

For published technical reports which present original results and conclusions, a minimum of two persons, with at least one non-SPREP reviewer is required for the panel. The Programme Officer, if s/he is an author, may not be considered a reviewer.

Review panelists must be experts and have some credibility in the field in question.

Well in advance of the expected publication date, the Programme Officer should identify and contact relevant individuals for participation in the review process.

Once the draft document is received/ready, this must be emailed to the reviewers with details of deadlines and expectations. The Programme Officer may wish to provide an evaluation form to guide the review, or provide guidelines on specific points for the attention of reviewers, or may simply make a request that the reviewer comment on the overall document.

As a basic guide, reviewers should check for:

- Title (does it articulate the content clearly)
- Quality of the abstract/executive summary (does it summarise the main findings, rather than just state what was done?)
- Are the processes/methodologies and statistics used appropriate to the data?
- Validity and novelty of data/information provided
- Discussion, conclusions or recommendations (do they clearly and logically follow from the results/data?)
- Overall writing style – are clear connections made? Are there gaps in the content?
- References/bibliography (is the bibliography sufficiently comprehensive, are all references necessary to the argument, and are all references in the bibliography cited in the text and vice versa)

The Programme Officer should collate all comments, revise the text of the document as required and circulate a final 'clean' draft for final comment and approval.

Essential elements

All SPREP publications must include the following information. In a multi-page report, this information generally appears on the inside front cover.

- 1 SPREP Library – Cataloging in Publication Data (if required)
- 2 ISBN/ISSN details (if required)
- 3 Copyright statement
- 4 Any required credits such as design, photography, translation.
- 5 SPREP logo
- 6 SPREP postal address
- 7 SPREP contact email address
- 8 SPREP web address
- 9 SPREP vision
- 10 Commitment to recycled paper statement (if being printed).





4 Content approval and design

Once your text is complete and peer review is complete, it must be signed off by the relevant Divisional Director before being sent to the Communications and Outreach team. We will then review the content and come back to you with any queries before arranging quotes for design.

When the Purchase Order for design has been processed, we will send your materials to the graphic designer and liaise with them. The document will be laid out in accordance with SPREP's visibility guidelines.

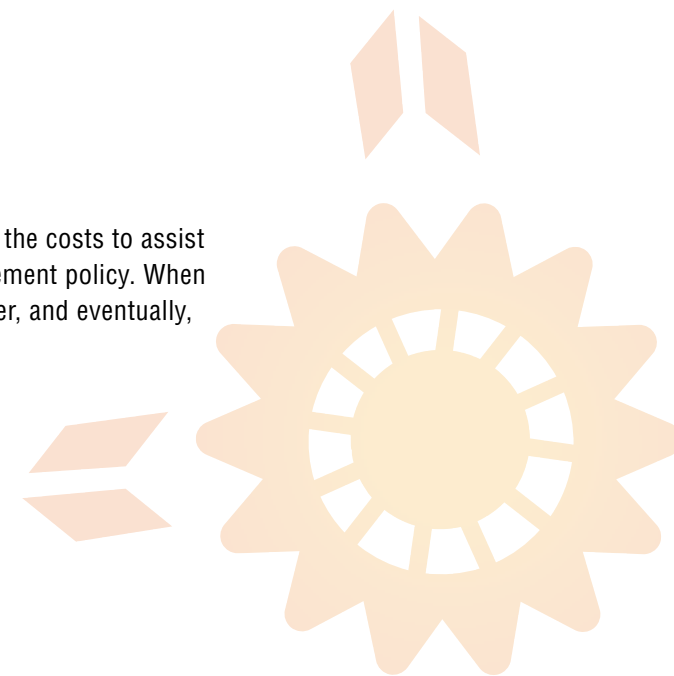
Once a draft is complete it will be sent to you for comment. You may also wish to circulate it to other colleagues for review, depending on the nature of the publication. Please note though that at this stage, comments must be on the appearance of the document as the content has already been approved and signed off.

This process continues until all parties are happy with the publication. Please note that most designers stipulate an accepted number of 'amendment rounds'. If this is exceeded you can expect to pay for the additional work on an hour by hour basis.



5 Quotes

We will arrange your print/production quotes for you and provide you with an analysis of the costs to assist you in making a decision. This will be coordinated in accordance with the SPREP procurement policy. When you have selected a preferred supplier it is your responsibility to arrange a Purchase Order, and eventually, payment.





6 Getting the ISSN, ISBN and CIP

Once we have a first draft of the final publication we can arrange for an ISBN or ISSN (if required) from the IRCA along with CIP information. When we receive these details we pass them on to the designer for inclusion in the publication.

An ISSN (International Standard Serial Number) is a library number for serial publications like journals, magazines and newsletters and an ISBN (International Standard Book Number) is for one-off publications like books and other reports. The acronym CIP stand for Cataloguing in Publications and is used in libraries to make sure that publications are catalogued correctly.



7 Final sign-off, printing and storage

Final sign-off for SPREP publications rests with the relevant divisional director and the Communications and Outreach Adviser. Once the final version has been approved, the graphic designer will produce a set of web and print ready files which are then filed with the IRCA and uploaded to the publications section of the SPREP website.

Meanwhile, the print ready files are forwarded to the nominated printer. Upon delivery, all publications are stored in the IRCA and distributed to the depository list.



What next?

It doesn't end here! If you don't want your publication to sit in boxes you will have to put some time and thought into a distribution plan. The IRCA will mail some copies to the depository list but this should not constitute the sole distribution of your materials.

Here are some ideas for distributing and promoting your publication:

- Hold a launch – or even a series of launches in places where you are travelling for work.
- Put together a media release or web story to promote your publication – try to tie it in with a broader issue.
- Promote your publication through relevant online discussion boards.
- Solicit feedback and share what people say.
- Arrange to distribute your publication at relevant events and conferences.
- Make sure other SPREP staff know about your publication so that they can help you to distribute it too!



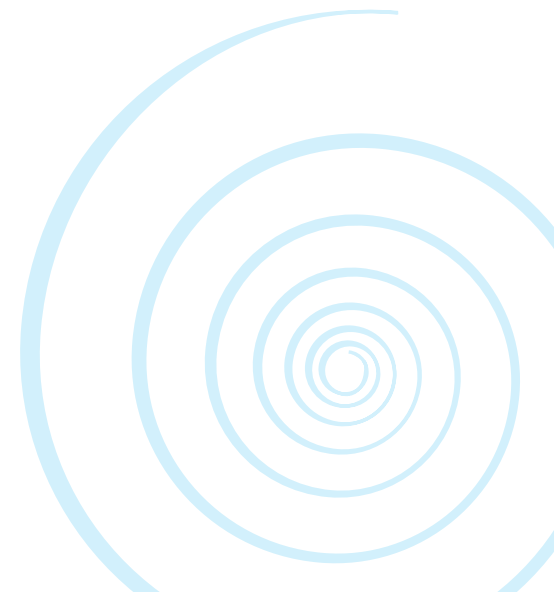


Photo | Carlo Iacovino

Useful resources

- [Sample credit page](#)
- [SPREP Publication Brief](#)
- [SPREP Publication Checklist](#)
- [SPREP Identity Guide](#)
- [SPREP Style Guide](#)

If you have any questions please don't hesitate to get in touch with a member of the Communications and Outreach team.





SPREP

Secretariat of the Pacific Regional
Environment Programme

A resilient Pacific environment sustaining our livelihoods and natural heritage in harmony with our cultures.

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