



Publishing: some useful tips

Conference Management Section (CMS)



Overview

The Conference Management Section (CMS) is introducing several innovative tools and publishing formats to enhance the visibility and reach of all types of ESCWA publications each according to its objective, theme and message.

The present guidelines are intended to facilitate the process of preparing and issuing materials that disseminate original information in an innovative and targeted way. To present the content in a more responsive and audience-centered digital form, with interactive data visualization the below requirements are to be met for each publication.



Objective

- To communicate flowing ideas.
- To effectively present the information.
- To convey clear, concise and coherent messages.



Categories of published material

The main categories of Secretariat publications:

- **Major Studies and Reports (Flagship Publications):** Widely recognized publications that reflect the strategic priorities and expertise of the Author

Department in the areas in which it wishes to achieve or sustain leadership (Recommended not more than 65,000 words, can be one per cluster covering or joint covering several interrelated-themes under one main topic).

- **Technical Reports:** Specialized, in-depth studies on a range of different subjects (25,000 words, normally not edited by CMS, unless specially requested for visibility and mandate-related reasons).
- **Statistical Compilations and Databases:** Publications that disseminate quantitative data in the economic, social or technical fields. Compilations of technical data relating to one area (can serve as source for data and statistics used in other materials).
- **Legal Publications and Normative Materials:** Publications on legal topics, or guides to the enactment of legislation.
- **Handbooks, Guidelines, Manuals, Toolkits:** Guides, manuals, and/or technical materials on specific subjects (Recommended not more than 30.000 words submitted for editing).
- **Training Materials:** Designed for teaching or training (Recommended not more than 30.000 words submitted for editing).
- **Working Papers:** Initial studies by one or more experts or by an expert group in a specific area. Initial studies that present the findings/analyses of an ongoing research. Often called “grey literature,” they may later become a full-fledged publication.
- **Serial Publications such as Yearbooks, Annual and Biennial Reports:** Collections of publications with inter-related themes.
- **Policy Briefs: concise with strong and direct messages.**

For more details, please refer to the **Policy Manual**.



What is considered complete submission?

- A complete script in a word editable format with clearly structured chapters in single column.
- Submission through **DCPMS linked to forecast** with a complete request indicating clearly the services expected from CMS, with the coding block if the request is extra budgetary.

- Original material not translated with automatic tools, with no plagiarisms or duplication as tested and validated through **iThenticate**.
- Not exceeding the page limits given budget and resource implications.
- Figures and graphs in editable format not as pictures.
- Data timeliness.
- Editable language.



Note: Timely submission is key to good quality. An outdated material is a useless material. Write less and submit on time to communicate a strong and nicely presented message.



Assessment by CMS

Every submission will be subject to editorial assessment against a set of criteria.



<https://www.surveymonkey.com/r/edreportpub>



Main requirements to be considered

- Each publication **should not exceed 65,000 words** including all annexes (exceptions for major reports or joint publications can be considered on a case-by-case basis).
- Annexes should not be included if their content can be easily found in other sources.



Title

The title should be catchy and does not take the same formula included in work programme. The title is not meant to be a description of the content, but rather an invitation to start reading and explore the content of the publication.

For example, **United for zero hunger** can have more impact than Food security policies in the Arab region.



Front matter

Foreword: It is a short text placed at the beginning of a publication and it is written by someone other than the author, often an eminent personality who may help attract interest for the publication. A foreword is always signed. Consistent with the perspective of someone who has not been involved in elaborating the work, the text of the foreword usually places the publication in a broader context and, therefore, does not generally provide the reader with any additional information about the book's subject. Instead, the foreword serves as a reminder of why the reader should read the book.

The foreword of a Secretariat publication may be signed by the Secretary-General or, as appropriate by an Under-Secretary-General, the Head of a fund or programme or regional commission, or an official designated by the Author Department.

Preface: It is usually written by the author (including if the publication does not bear an individual author's name on the cover) and explains how the book came about. A preface is not usually signed, although it is often written in a more personal tone. The preface should not repeat the content of the foreword.

Overview: It could be used as a standalone overview and summarizes the main messages and findings of the publication with the most prominent graphical elements ([not exceeding 5,000 words](#)).

Introduction: When the publication includes an overview, no need for the introduction. The main elements of the introduction read as follows:

- Quick description; content; structure; approach; desired impact.
- Objectives (short explanation); overall goals (as per legislative mandate and/or a departmental mandate); programme objectives; audience needs.
- Added value: in one paragraph, compare the proposed publication to any others available on the same topic addressing the same audience. Mention similarities and differences in subject coverage, organization and writing style. Why is this publication relevant?



Chapters

It is editorially advisable to structure the publication around not more than **six chapters**.

- The material should be **spread evenly** throughout the chapters.
- The **titles** of the chapters should be concise and invite you to read.
- Every chapter should start with a **summary statement** (a chapeau) setting the tone and conveying the main message ([not exceeding 200 words](#)).
- Every chapter should have **information highlights** that can be visualized in infographics.
- All figures and graphs should be submitted for editing and design in **editable format** (Excel or Vector).
- Preferable to include signed boxes telling **success stories** from countries or institutions.
- Examples of chapter structure:

- > Key messages telling it all.
- > Key facts/findings: concrete facts that attract the attention of the readers and urge them to own the idea and act.
- > Barriers to be overcome or problems to be addressed: a publication cannot cover everything related to a topic, specific information is more influential.
- > Proposed solutions, policy recommendations or action points: direct concise and not repeating what is written in other parts.



Back matter

Annexes and other material that are not part of the main body of the publication can be included provided that:

- They add value to the content of the publication.
- They are not easily retrievable from other sources.



References

During the research and authoring stage, take note of the following:

- **Avoid excessive referencing.** Cite only those sources that are strictly relevant and necessary. Commonly known, widely reported or easily verifiable facts do not require a source note.
- **Use primary sources.** Do not cite abstracts or summaries. Always read the footnotes or endnotes in any text you intend to quote or paraphrase.
- **Use authoritative sources.** Beware of websites (blogs, Wikipedia, etc.) and market research conducted by corporations, which may lack credibility.
- **Always check for copyright restrictions.** The author must provide the CMS with proof of permission if it is required by the publisher of the cited source.

When preparing the references for CMS, take the following steps:

- **Hyperlink** all the sources and references.
- **Copy or scan the title and verso page** of each source cited in the text, tables, figures etc. in case it is not available online. Be sure that the copies show all publication details required for the bibliography (see section below). Also copy or scan every page that was cited, quoted or paraphrased. Highlight the relevant portion.
- **If permission is required** to cite or republish, insert a copy of the permission letter with the copies of the source material.
- **Save the scans/copies for each source separately.** Use the corresponding footnote (or table/box/figure) number as the file name. If providing hard copies, write the corresponding number at the top of the first page of source material.

Tables, figures, images, boxes and maps:

- In case prepared by ESCWA, mention **“calculated/compiled by ESCWA”**.
- Permission must be obtained to reproduce graphic presentations (whether altered or not). The author must provide the CMS with proof of permission.
- The source for any graphic presentation should appear directly below it after the word **“Source:”** and not as a footnote to the text.
- For original charts and graphs, always send to CMS the Excel file.
- Clearance from the Cartographic Section in New York is required to publish maps.

Footnotes:

- The preferred style for citations is abbreviated footnotes with a full bibliography. Do not use in-text citations. They reduce readability and interrupt the flow of the text.
- Use author surname(s) and organization name/acronym (ESCWA, UNDP, IMF, etc.). Do not use the author’s first name or initials.

5 5	One author, no page number	Calderón, 2003.
--------	----------------------------	-----------------

One author, with page number(s)	Garrett, 2007, p. 17. World Bank, 2012, pp. 26-28.
Two authors	ESCWA and the League of Arab States, 2012, p. 15.
Three or more authors	Stiglitz et al., 2006, p. 31.
To repeat a reference	Ibid., p. 4. Ibid., pp. 85-89.

 **Note:** The majority of the text should be original thought and writing, not the quoted or paraphrased ideas of other organizations or authors. Cited material should not exceed 20% of the content of the publication. Please refer to the **United Nations Editorial Manual** online and to the **Policy Manual** attached.

Bibliography

- Every source cited in the footnotes should be listed in the bibliography. Sources should be listed alphabetically by author surname or the authoring organization.
- Multiple entries for a single author should be listed oldest to newest.
- Multiple entries for a single author in a given year should be differentiated in both the footnotes and the bibliography by adding a lowercase letter after the year (2012a, 2012b, 2012c, etc.).

For more details, please refer to the **United Nations Editorial Manual Online**.

Samples	Book, one author	Milanovic, Branco (2005). <i>Worlds Apart: Measuring International and Global Inequality</i> . Princeton, New Jersey: Princeton University Press.
	Book, three or more authors	Stiglitz, J. and others (2006). <i>Stability with Growth: Macroeconomics, Liberalization and Development</i> . Initiative for Policy Dialogue Series. Oxford: Oxford University Press.
Samples	Edited volume, two editors	Moran, Theodore H. and Gerald T. West, eds. (2005). <i>International Political Risk Management</i> , vol. 3, <i>Looking to the Future</i> . Washington D.C.: World Bank.

	Chapter in an edited volume with editor name(s)	Calderón, César and Luis Servén (2003). Latin America's infrastructure in the era of macroeconomic crises. In <i>The Limits of Stabilization: Infrastructure, Public Deficits and Growth in Latin America</i> , William Easterly and Luis Servén, eds. Palo Alto, California: Stanford University Press; Washington D.C.: World Bank.
	Meeting or conference paper	Salagaev, Alexander (2002). <i>Juvenile delinquency</i> . Paper presented at the Expert Group Meeting on Global Priorities for Youth. Helsinki, October.
	Organization as author and publisher	United Nations Educational, Scientific and Cultural Organization (2000). <i>Final Report of the World Education Forum, Dakar, Senegal, 26–28 April 2000</i> . Paris.
	Periodical	Bloom, David E. (2007). Governing global health. <i>Finance and Development</i> , vol. 44, No. 4 (December).
	Periodical with page numbers	Garrett, Laurie (2007). The challenge of global health. <i>Foreign Affairs</i> , vol. 86, No. 1 (January/February), pp. 14-38.
	Paper in a published series	Straub, Stephane (2008). <i>Infrastructure and growth in developing countries: recent advances and research challenges</i> . Policy Research Working Paper, No. 4460. Washington D.C.: World Bank. Available from http://go.worldbank.org/S6FTU2C430 .
	Newspaper	Husseini, Rana (2007). Women leaders attempt to bridge East–West cultural divide. <i>Jordan Times</i> , 9 May.
	Online Database	United Nations (2008). National Accounts Main Aggregates Database. Available from http://unstats.un.org/unsd/snaama/Introduction.asp . Accessed 30 July 2009.
Samples	Website or publication available online	European Commission (2008). <i>Keeping promises to the developing world</i> . 9 April. Available from http://ec.europa.eu/news/external_relations/080409_2_en.htm .

		World Health Organization (2007). World Health Report 2007: A Safer Future–Global Public Health Security in the 21st Century. Geneva. Available from www.who.int/publications/en .
		United Kingdom, Department for Education and Skills (2007). <i>Care Matters: Time for Change</i> . London: The Stationery Office. Available from www.official-documents.gov.uk .



Disclaimers

Disclaimers should be used only when they are necessary. In a publication, disclaimers should be placed on the copyright page.

Sample	<p>The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.</p> <p>The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.</p>
---------------	---



Abstract

A small text of two paragraphs (**not exceeding 200 words**):

- Telling the whole story.
- Inviting the reader to discover more.



Script for the movie

A script of 200 words should be submitted with every publication for the movie to:

- > Tell the story.
- > Open new horizons.
- > Invite to action.



Web Publication requirements

The web version is one of the new dissemination forms adopted by CMS for the major publications. It is intended to present information in a responsive and audience-centered digital form with interactive data visualization. It was piloted with ASDR-2020 in both languages and in close collaboration with the author cluster. A similar treatment will be given to flagship publications produced by ESCWA. Now the SRIM-19 is under processing.

Each publication will display on one scrollable page. We suggest the below as a template:

Header

1. **ESCWA logo** (and partners) in the languages available.
2. A **photo** or **graphic** derived from the cover of the publication.
3. A **quote** or **question** to attract the readers and encourage them to read further (not exceeding 75 characters).
4. The **title** of the publication.

A button to download the full report and an arrow that leads the readers to scroll down

A hidden expandable left menu bar leading to different chapters of the publication

Front matter

A **quote** from the **foreword** (not exceeding 400 characters).

An **excerpt** from the **preface** (not exceeding 400 characters).

An **excerpt** from the **introduction** (not exceeding 1,000 characters).

An animated movie or an interactive chart

Icons to navigate and download the foreword, preface, introduction or any section that is of high importance to the reader

Chapters

The title and chapter number will be hyperlinked to the PDF of the full chapter.

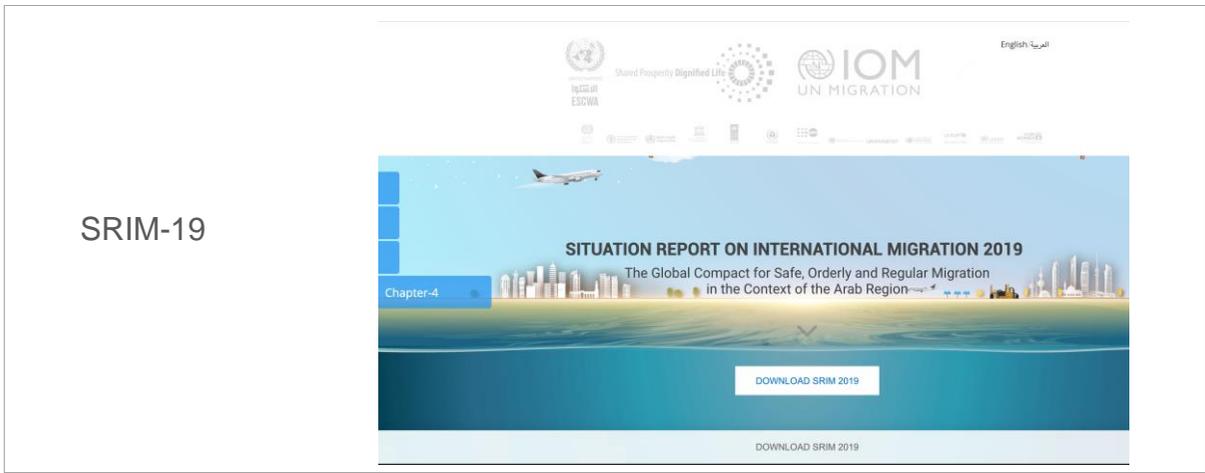
1. A **summary statement** of the chapter, a chapeau, with the opener's graphics (not exceeding 500 characters).
2. Interactive **charts** provided by the author as excel files.
3. Icon to download the chapter in PDF.
4. Icons for potential **elements**:
 - Key facts/findings.
 - Barriers to be overcome or Problems to be addressed.
 - Proposed solutions, policy recommendations or action points.

Back matter

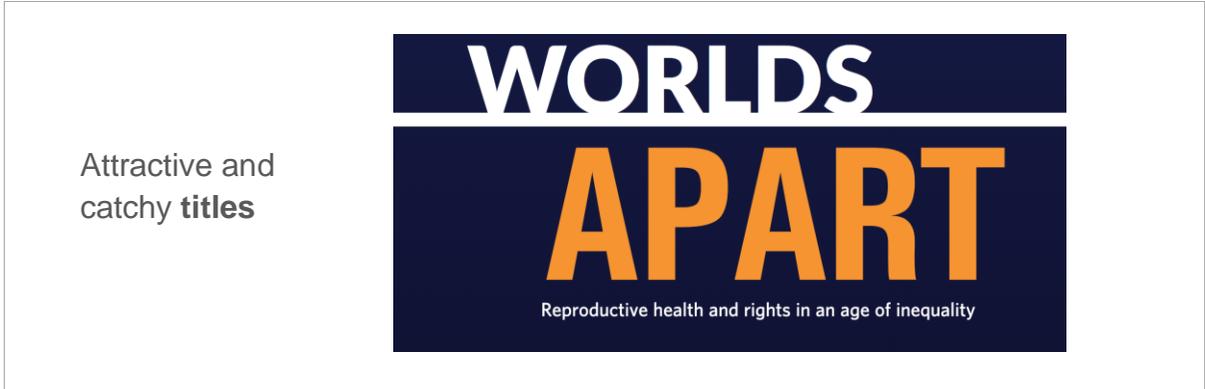
Annexes and other material that are not part of the main body of the publication will be available through icons at the end of the web page.

A button to download the full report will be omnipresent at the bottom of the screen

ESCWA web publication pilot projects



Samples elements from web publications



Quote or a **question** to attract the readers and encourage them to read further



Excerpt from the **foreword** or the **introduction**

Imagine a world where every pregnancy is wanted every childbirth is safe and every young person's potential is fulfilled

This is the world we are striving to realize. Our goal is to achieve universal access to **sexual and reproductive health**, realize reproductive rights, and reduce maternal mortality to accelerate progress on the agenda of the Programme of Action of the **International Conference on Population and Development (ICPD)**, to improve the lives of women, adolescents and youth, enabled by population dynamics, human rights and gender equality. Our new strategic plan is designed to drive the ambitions and goals of the ICPD and **2030 agendas**.

Navigation icons 1

NAVIGATING ASDR-2020



Note to the Reader



Reading ASDR-2020 Chapters



Introduction

Navigation icons 2



Beyond income

A comprehensive assessment of inequality must consider income and wealth. But it must also understand differences in other aspects of human development and the processes that lead to them.



Beyond averages

The analysis of inequalities in human development must go beyond summary measures of inequality that focus only on a single dimension.



Beyond today

Inequalities in human development will shape the prospects of people that may live to see the 22nd century.

Hidden/expandable
navigation menu

