

Work Report and Project Report Preparation Guidelines
Master of Publishing Program
Simon Fraser University

The primary purpose of these guidelines is to assist students in the preparation of their **Project Reports**. It also outlines what is required in a **Work Report**.

Work Report Guidelines

A Work Report is a document of no more than one single-spaced page describing your internship. It must be submitted to the Assistant to the Director for the end of classes (usually the first Friday in August) of the semester of your internship. It should contain the following information:

- your name;
- the name of the organization that hosted your internship;
- beginning and end date of your internship;
- number of hours per week spent at your internship;
- summary of work experience in broad terms, e.g., Weeks 1 to 3 worked in publicity, reporting to marketing manager, prepared catalogue copy for Frankfurt, attended weekly meetings, interviewed authors for jacket copy, prepared jacket copy, etc.

Internship Report Guidelines

Internship project reports differ from course essays. MPubbers often refer to them as theses although that is a misnomer. But it does capture some important elements of the project report--its analytical nature, its submission of first and subsequent drafts, the rigour with which it is evaluated, and the multiple readers that supervise its development and examine it. The following points are to help you complete a project report with the least amount of frustration.

1. Examine at least 3 completed project reports to discern:
 - their structure;
 - their voice.
2. In the initial month of your internship, you should, in consultation with your internship host, identify a research project of interest to you, bearing some relation to your activities, and hopefully of some interest and value to the firm within which you are interning.
3. Your project should report on an activity itself, e.g., the launch or marketing of a new series, the setting up of a rights department. Please refrain from administering questionnaires or undertaking interviews as the main element of your report, especially involving the seeking of opinion of staff members, readers, or anyone else. Questionnaires are notoriously hard to design and are often only valuable when connected to a definable activity such as buying a book. It may also be that you require **ethics approval** if you venture outside the firm.

4. Submit the topic of your proposed report, **by the end of the second month of your internship**, to your Senior Supervisor that consists of the following:
 - a working title;
 - a one sentence statement of the subject of your report;
 - the proposed context that will frame your report;
 - the proposed methodology;
 - what you expect to be able to say about your topic that will contribute to our knowledge on publishing. You might usefully see your report as a snapshot of industry activity upon which you can comment given what you learned in your courses in the MPub.

5. Submit an outline of your proposed report, **no later than the beginning of the semester following your internship**, to your Senior Supervisor that consists of the following:
 - a working title;
 - a table of contents;
 - a one sentence statement of the subject of your report;
 - the background information and literature you will bring to the report that tells the reader what the world already knows about your subject matter;
 - the analytical framework you will bring to the report and what the reader needs to know to understand the application of that framework in your study;
 - the specifics of what you are going to investigate (i.e., the launch of a new fiction series within Permanent Press in the fall of 2007 paying particular attention to marketing and publicity, or, the extension of the Read Me Magazine into the crystal ball market in 2008, or, the management of the transition to a fully database-driven information system within Permanent Read Me Press with particular attention to the creation of a centralized title database);
 - the methodology used to collect the information reported;
 - the findings of the study;
 - the subject-matter focus of the conclusions you expect to consider.

6. You may work out with your supervisor a means of gaining early feedback on your report, for example, by submitting the first chapter. After that point you should create a full draft. For help on the structure of your report, see below.

7. Before you submit your first draft, you should undertake the following:
 - revisit your working title if you have not done so already;
 - read through your table of contents and ensure that your headings clearly describe the content that follows and that by themselves, they indicate both the content and logic of the report. Try to use no more than three levels of headings. When you are convinced they do, ask an acquaintance to read through the headings and tell you if they have a clear idea of the content and structure of your report;

- write an abstract which is a summary of the main elements of the report. You should be able to use a well constructed table of contents to help you out. If you cannot write an abstract then you do not have a firm grasp of your subject. If, on writing your abstract, you find that a critical friend cannot, after reading it, tell you what your report is all about, **in his or her words**, then you have not succeeded. An abstract is meant to tell a reader the following, (about one sentence for each point): the background to the study, the focus of the report, the methodology used to collect information, the information collected, the significance of the information and its contribution to knowledge.;
 - check to see that necessary transition sentences and paragraphs are in place to guide the reader from one topic to the next;
 - try to submit a first draft that will also be a final draft.
8. Between drafts, you should ensure that all the paperwork is complete--that you have a yellow form ready for your internship host to sign, that you title and approval page and the remainder of the project report is laid out in a manner acceptable to the university and that you have corrected identified your supervisors and their titles and positions, that the numbering system of your pages is exactly correct, and so forth. Being in publishing, you should find it easier to switch hats from author to editor than do most students.
9. On receiving comments back on your first draft, should changes beyond copy edits be required, please recall the following:
- while editorial comments are suggestions, you must have a good reason for not following the advice of your Senior Supervisor;
 - you should critically evaluate editorial suggestions in so far as you may be able to do even better than your supervisor who, obviously, is a first time reader of this material. In reconceptualizing a discussion for example, you may find that his/her suggestions inadequately account for all the information you have. If so, apply your own concepts. The object of editorial comment is not for you to follow directions but rather to see what problem an educated reader has in understanding your work. You must **rethink** how best to express your ideas.
10. The program expects that students should take three drafts to bring their project reports into satisfactory form. If a student fails to have a all-but-satisfactory draft within three drafts, the senior supervisor may recommend to the supervisory committee that the student be withdrawn from the program.

In closing

Above all, you should remember that you are creating a document that will be published, read, and preserved. It will stand as a permanent record of your capabilities and of the calibre of the Master of Publishing program. For some, writing a project report is arduous. Yet it is absolutely worthwhile and confirms your status as a Masters level professional.