

CCRE Commentary – Author’s Guide

CCRE Commentary presents reasoned opinions about significant and timely issues relevant to the energy sector. It is one of the ways that the Council for Clean and Reliable Energy (www.thinkingpower.ca) pursues its objective of promoting public debate on electricity in a neutral and non-partisan forum.

Prospective authors are encouraged to contact CCRE to discuss their ideas. CCRE also has an editorial roster of items it intends to publish and for which it may be seeking authors. While most items would be published over the name(s) of the author(s), CCRE will also publish anonymously to facilitate writing on a significant topic by an author of particular relevance who wants anonymity.

Audience

CCRE Commentary is aimed at senior and middle management in government departments, public agencies, advocacy organizations and companies in the electricity supply sector as well as corporate, non-profit, professional and service organizations associated with the electricity supply industry or electricity customers. It is not primarily aimed directly at the general public or politicians but they are an important secondary audience.

Content

Each issue of **CCRE Commentary** includes only a single topic which might be one in a series of two or more issues addressing a theme. To maximize the likelihood of its being read while allowing it to be sufficiently comprehensive and provide a useful level of detail, each issue is limited to 1,500 words¹. Footnotes and references are encouraged and not included in the word count. Tables, diagrams and graphs are also encouraged where they are “worth a thousand words”.

Style

Writing style should be that of a learned journal or official public report. That is, it should avoid speaking in the first person or using superlative or colloquial language, reserving their occasional use for particular emphasis.

Footnotes should be used for such things as supporting detailed information or comments which are peripherally related to the main discussion. Their purpose is to ensure a comprehensive appreciation of the main topic without disrupting the narrative.

¹ About double the length of an opinion editorial (op-ed) in a daily newspaper or about the same length as a significant article in a weekly news magazine.

References should be provided for any direct quotations or significant facts, findings or opinions used. References should be listed at the end.

Review, Acceptance and Editing

As part of its acceptance decision, CCRE will seek opinions and comments from its own members and others. If these are provided to the author, they may be anonymous. With the author's assistance, CCRE will edit the draft script for style and grammar. The final script which goes to publication will have to be satisfactory to both the author and CCRE.

Copyright

The objective is to facilitate CCRE and the author being mutually supportive in promulgating the ideas involved and enhancing their respective reputations. To this end, each will be free to use the item in any way but in so doing will be obligated to credit the other.

Format and Publication

Authors should submit their work as a word-processor file with simple formatting. Graphs, diagrams and tables should not be embedded. CCRE will publish each **Commentary** in a standardized format. Authors will be asked to check the galley proofs.

Publication is in electronic form suitable for recipients to read on a computer or an e-reader or to print as hard-copy. It will be posted on CCRE's website and also emailed to CCRE's mailing list augmented by with the author's list. An appropriate media release will also be emailed to electronic and print outlets via a newswire service.

Promotion

Authors should be prepared to work with CCRE in writing additional material based on the published article and intended to increase awareness of the publication. These could include editorial items for submission to newspapers or magazines (500-900 words each) as well as press releases (100-200 words). Since these are aimed at different audiences, they will have different styles to the original item and may emphasize different points and not cover all aspects.

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