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Paper No. 9
IDRC - PEPEI PROJECT
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This paper deals mainly with a special project with IDRC which last for three years. This conference marks the end of the three year project. I have mentioned the study visits to various publishers around the world which has given University and Research Institute Publisher tremendous informations. Now I will briefly describe you the training/seminar and workshops, readership and authorship survey, development of book databases, development of mailing list centre, participation in bookfairs, the training of scientific authors and the international study visits.

1. Training/Seminar/Workshop
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a. Financial and Project management course for senior managers

b. Copyediting Workshops

c. Production and Design Course

d. Language Course

e. Marketing of Scholarly Books Seminar

f. Marketing Workshop with Singapore Book Distributor

h. The roles of editor in Journal Publishing Seminar

The above workshops/courses are conducted by personnel and ex-
Drs. from the IDRC, NRC, Toronto University Press and Dewan Bahasa dan Pustaka, almost all personnel in the University Presses have undergone the relevant training. The courses have benefitted Universities, Research Institutions and DBP very much. The knowledge has helped the institutions concerned to strengthen their personnel capabilities to handle more manuscripts efficiently with reduce costs.

The above courses were attended by personnel from all the University Presses, Research Institute and Dewan Bahasa dan Pustaka. Never have been courses conducted as rapid as those in the IDRC-PEPET project within a short time. The Journal Editing seminar attracted the biggest audience - about 100 people including some from the private sectors.

Looking back, we found that the courses have benefitted the presses tremendously. Work processes proceed systematically and in the most economic way. Costing was properly done by the relevant personnel. Editors of Bahasa Malaysia books was well trained in editing books written in the national language.

2. Authorship and Readership Survey

The questionnaire was prepared by the Executive Committee from October to November 1987. It was further scrutinised by other members and were even sent to Toronto University Press, IDRC and NRC for further comments. It was improved and finally the survey was administered from April to July 1989 and the data compiled from October 1989 to June 1990.

Sample population of the survey was selected from the mailing list compiled from the University Calendar, year book and the
annual report of 1987, 1000 forms were sent out and only 261 responded.

The aims of the survey are:

2.1 To determine demographics, experiences and potentials of Malaysian Scholars as a base for authorship pool to the scholarly publishers

2.2 To gather information on scholars purchasing (including subscription) of scholarly publications and their reading behaviour with the intention of creating market opportunities for Malaysian Scholarly Publications and their reading behaviour with intention of creating market opportunities for Malaysian Scholarly Publications.

2.3 To support the compilation and updating existing mailing list.

The result and further explanation on the survey will be presented in different Encik Manaf Saad.

3. Development of Book Database

The database was built by using the CDISIS programme at the University Utara Malaysia, in Alor Setar, Kedah. Every member sent in their publication list to UUM. As a result PEFET manage to publish the Joint Catalogue in 1990. Dr. Oli Mohamad will be giving the full detail of the development of the book database.
4. Development of Mailing List Centre

The centre is located at the University Kebangsaan's Press. At the moment it contains around 20,000 names of people, academics, researchers and professionals in various fields. The names were sent in by members of PEPET and URM uses the dBase IV Plus software. These names were made available to members either as printout of names and addresses and their fields but also as ready made labels.

5. Participation in Bookfairs

Members participate in state bookfairs, international bookfairs, varsity bookfairs as well as PEPET's own bookfairs.

5.1 State like Malacca, Trengganu, Pahang and Johor have invited PEPET to participate in its bookfairs. Members display their books as well as sell them in the stall rented. The response from public is encouraging.

5.2 PEPET also participate in international bookfairs. As most of the books written by members are in national language (Bahasa Malaysia), PEPET find it logical only to participate in Jakarta Bookfair and Singapore Bookfair. Two members are sponsored and they help to man the stalls which were normally allocated either for ASEAN's books or under the name of Malaysian Book Development Council (MBDBK).

5.3 During Varsity Carnival, mostly in conjunction with the Convocation of graduates at the University,
PEPET participate in the fair either in group or individually. The response is always better because students and parents were around during the whole time the book fairs are on.

5.4 To facilitate the exchange of materials between Universities and Research Institutes, book fairs are held in University when PEPET held its meeting at a particular location. For instance, we rotate the place of meeting, as so the book exhibition. Representatives from the various other universities and research institute display and sell their books.

6. Training of Scientific Authorship

There is of course an urgent need to train more authors to write scientific books especially those academician in science and technology. Since they have to be introduced to the art of writing book, topics like parts of books and their functions are introduced. Stressed on the importance of copyright and the Malaysian copyright Law are also lectured. Most of the books are written in the National Language and as such they also receive lectures about the grammar and some linguistic principle of the Bahasa Malaysia. The course/workshop ranges from a day to 5 days. The long course include practical work as well where each group submit an assignment.

The topics covered are:

a. The Author, Roles and Functions

b. The Role of An Editor
c. Parts of a Book

d. The Publishing Process

e. The Author and The Copyright Law

f. Bahasa Malaysia

g. Index Preparation

h. Royalties and Honorarium

i. Writing Scientific Books

j. House Styles

As for assignments, participants were asked to prepare a small brochure using the basic principles given. Some cases, they were asked to prepare a small booklet. They are required to display the various sections of a book.

The courses conducted include:

6.1 Scientific academicians at the University of Technology

6.2 Scientific academicians at the University of Malaysia

6.3 Medical lectures at the Universiti Kebangsaan Malaysia