

Getting the Printed Products You Need



U.S. Fish & Wildlife Service

American Buffalo

Bison bison

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Because the great herds were nearly gone before any organized attempts were made to survey populations, we may never know just how many buffalo once roamed North America, although estimates range from

30 to 75 million. "The moving herd darkened the whole plains," wrote Clark, who encountered a herd on Dakota's White River in 1807.

Although the buffalo's size which ranges from light to dark brown, experts generally agree that buffalo belong to the same species from the variety of environments in which they live.

Like their close relatives, sheep, buffalo, males and females



U.S. Fish & Wildlife Service

St. Catherine Creek National Wildlife Refuge

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The J.N. "Ding" Darling National Wildlife Refuge is located on the subtropical barrier island of Sanibel in the Gulf of Mexico. The refuge boasts one of the largest undeveloped mangrove ecosystems in the United States. It is world famous for its abundant bird population and spectacular



This blue heron, designed by J.N. "Ding" Darling, has become a symbol of the National Wildlife Refuge System.

In times gone by, what began as a small island located off the Florida coast rose to a growth nourished as the trees floated in waters and took evolved, dry ridges sloughs develop. The fresh water through Sanibel among barrier is miles long, fringe trees, shallow bay beaches.



U.S. Fish & Wildlife Service

Flint Hills National Wildlife Refuge

Birds



and was first inhabited by Native Americans. For over 100 years, the island, with its ready access to the sea, their homes in the mid-1800's. European settlers arrived and replaced the Calusa.

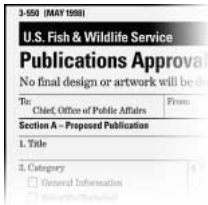
and was mainly used until a fierce hurricane hit the land and destroyed the agricultural industry. Tourism is the economic foundation of the island. The 30-mile causeway makes Sanibel accessible to the mainland.

This document is designed to help offices of the U.S. Fish & Wildlife Service which need printing and publishing services. These services include layout, design, printing and distribution. The following information provides an overview of the processes for getting the product you need.

Introduction

Federal Agencies must obtain their printing services from the Government Printing Office (GPO). FWS offices coordinate their printing needs through their respective Regional Publishing Coordinator or the Washington Office's Printing and Publications Unit. These offices will make sure that your publication has been approved through the Service's review process and that they comply with the Service's graphic standards.

With the exception of internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the "Publications Approval Request" process, FWS Form 3-550, before design and printing can start. The request form ensures that your publication is approved by the appropriate offices within the Service. It also puts your project on the "radar screen" of your Publications Coordinator. You should allow three weeks for this process.

A thumbnail image of the FWS Form 3-550, titled "Publications Approval Request". The form includes fields for "To:" (Chief, Office of Public Affairs) and "From:". It also has a section for "I. Title" and "II. Category" with checkboxes for "General Information" and "Non-Graphic Material".

Fillable form at www.fws.gov/r9pdm/forms/3-550.pdf



The Directorate of the Fish & Wildlife Service has adopted a "corporate" image for the Service which includes graphic standards. These standards provide a distinctive visual identity. The Service will use them in conjunction with its major outreach initiatives to increase public recognition for its programs and its more than 600 facilities. These standards apply to every printed product from internal newsletters to books for the general public. The only exceptions to this rule are a few multi-agency publications or products produced in conjunction with cooperating associations.

This brochure contains a “Publication Time Line” to help you understand the steps in the design and printing process and determine what steps you need to take when. The “What Does Your Publication Coordinator Need From You” section gives you the technical information you need so that you can provide materials in the format that will allow for the smooth transition of your work into a quality printed product — and for insuring your product gets distributed to the right audience on time. To help you get your job printed and distributed with as little frustration as possible, we’ve included a “Tips” section. By reviewing the “Publication Planning Checklist” before you contact your Publication Coordinator, your office will be ready for a successful publishing experience.



Note: The Service will place all publications in a “Portable Document Format” (PDF) in its World Wide Web Online Conservation Library. If you are using copyrighted materials in your publication or product, make sure that you have permission to use them in both the printed version and the PDF version of the publication. Attach a copy of the written permission to all copyrighted materials.

Publication Time Line

This “ideal” time line is based on the date that the approved materials and acquisition request are received by your Publications Coordinator. The time line can be compressed, but keep in mind that cutting production time increases costs dramatically.

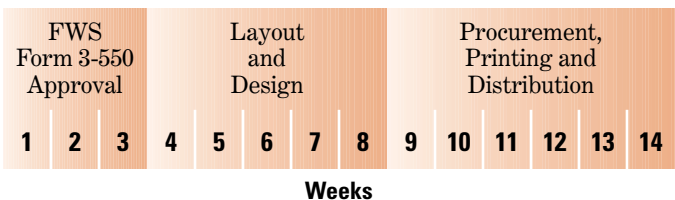
Remember: With the exception of internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the “Publications Approval Request” process, FWS Form 3-550, before design and printing can start. You should allow three weeks for this process.

■ The average time for layout and design, including review of the designs and any subsequent changes, is four to five weeks

■ The average time for GPO procurement, printing and distribution, including review of the proof documents, any subsequent changes, and any necessary press inspections, is five to six weeks

■ GPO charges a flat rate of 7 percent of the total procurement cost of your printing job for their services. GPO will procure “RUSH” jobs for an additional surcharge of 7 percent of the total procurement cost.

Publication Time Line



To plan for delivery, you should work back from the date the publication is needed. For example, if you need your publication for an August 16 meeting, you will need to have all the materials to your Publications Coordinator by close of business on May 31. This allows for the full 11 weeks needed to design, print and distribute your publication. It also allows for unforeseeable problems, such as last-minute changes by the author, changes to proposed designs, or poor-quality printing.

Remember: Cutting production time increases your costs dramatically



U.S. Fish & Wildlife Service

American Buffalo

Bison bison



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Because the great herds were nearly gone before any organized attempts were made to survey populations, we may never know just how many buffalo once roamed North America, although estimates range from

30 to 75 million. "The moving multitude... darkened the whole plains," wrote Lewis and Clark, who encountered a herd at South Dakota's White River in 1806.

Although the buffalo's size and color, which ranges from light to dark brown, vary in different areas of the country, experts generally agree that all American buffalo belong to the same species. Differences in appearance probably result from the variety of environments in which they live.

Like their close relatives, sheep and deer, buffalo are cloven-hooved animals. Males and females have

hollow, curved horns. The male buffalo, called bulls, are immense, often weighing a ton or more and standing 5 to 6 feet high at the shoulders. The large head and great hump covered with dark brown woolly hair contrast sharply with the relatively small horns. The females, or cows, are not as massive. Despite their great size and bulkiness, buffalo have amazing mobility, speed, and agility, and are able to sprint at speeds of up to 40 mph.

Buffalo are able to shed their horns each year.

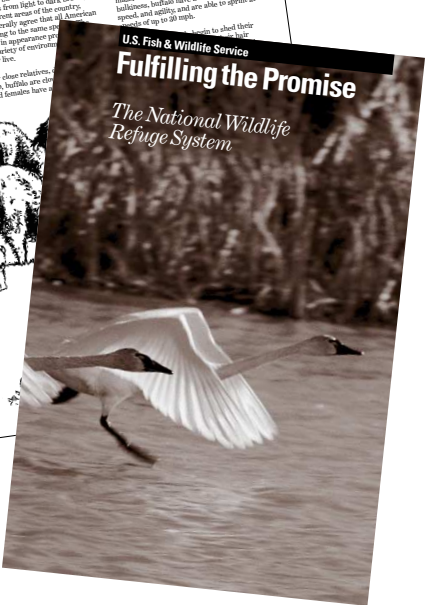


Although estimates indicate there were between 30 to 75 million buffalo in North America at one time, the great herds were reduced to less than 200 animals by 1900. Today, buffalo populations are strong once again, with an estimated 200,000 roaming the plains, many at National Parks and National Wildlife Refuges.

U.S. Fish & Wildlife Service

Fulfilling the Promise

The National Wildlife Refuge System



What Does Your Publication Coordinator Need From You?

When your text is ready, you've selected the photographs and illustrations you're going to use, and you've got a completed Publications Approval Request form in hand, it's time to schedule a meeting with your Publications Coordinator. Here's what you'll need to have ready:

Text

Preferred Media: 3.5-inch diskettes, 100 MB Zip disk, CD-ROM, or camera ready copy (laser 600 dpi or higher). If you provide a disk, you should also provide a hard copy of the contents. Mark the disk with its contents and format, for example, "Migration of Birds" WordPerfect 6.0.

Preferred Format: WordPerfect 6.0, Word 97, PageMaker 6.5, QuarkXPress 4.0

Photographs

Preferred Format: 35 mm slides, 4 x 5 transparencies, or high resolution TIFF (Tagged Image File Format) format scans on disk or Compact Disc (CD), 150 line screen for color scans and 133 line screen for black and white scans. If you are using copyrighted images, you must also provide written permission from the copyright holder allowing their use in both the printed and PDF versions of your publication.

Distribution List

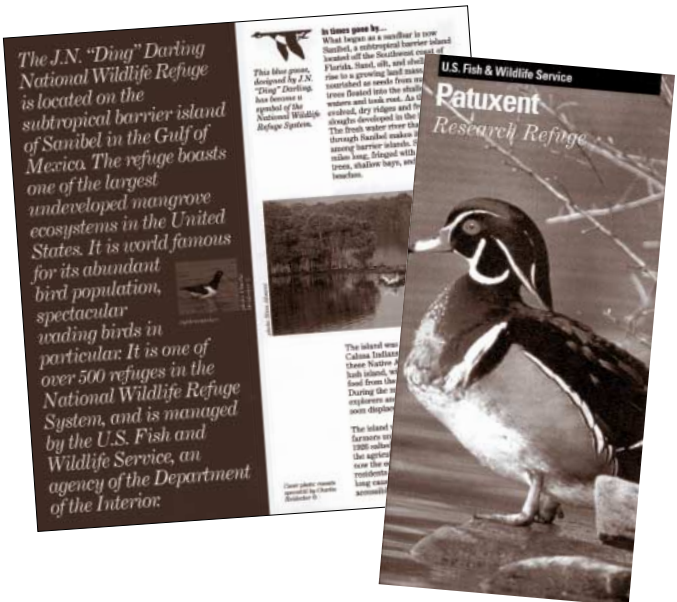
Preferred Media: 3.5-inch diskettes or 100 MB Zip disk. You should also have a hard copy of the contents along with the disk. Mark the disk with its contents and format, for example, "Endangered Species Bulletin" dBASE IV.

Preferred Format: WordPerfect 6.0, dBASE III or higher, or self-adhesive labels (all alike — no mix and match labels will be accepted). *Note:* Self adhesive labels are placed on the publications by hand. This is a time consuming and costly procedure. Save money and provide a disk!

Tips

Keep in mind the following when preparing your publication:

- Ensure that your publication has been approved through the 3-550 process.
- Do as much of the typing as possible, including the tables if you can. Run spell check and proofread the document yourself. The graphic designer will flow your text into a template and drop in photos as designated. As a rule, designers are not editors. They assume you are providing clean text for them to work with. While they can type and make corrections to text, designer's charge in excess of \$50.00 per hour for their services. Don't waste your program's money and the designer's time.
- Convert tables from Excel and Lotus to a word processing format, such as Word, or WordPerfect.
- Pick out photographs and prepare captions before you meet with your Publications Coordinator.



■ If you must use copyrighted photographs, obtain written permission to use them in both the printed and PDF versions of your publication. This will allow you to add your publication to the Internet's World Wide Web. You must provide a copy of the written permission along with the copyrighted photographs.

■ Prepare a distribution list. WordPerfect or dBaseIII or higher are the preferred formats — If you are providing self adhesive labels, provide only like labels. Your Publications Coordinator will not accept mix and match labels. *Remember:* Self adhesive labels are placed on the publications by hand. This is a time consuming and costly procedure. Save money and provide a disk!

■ Contract carriers such as Federal Express, Airborne, DHL, and UPS, do not deliver to P.O. Boxes. A street address and telephone number are required by these carriers.



Publication Planning Checklist

“If you fail to plan — your plan will fail”

- | <i>Yes</i> | <i>No</i> | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Has publication been approved via the 3-550 process? |
| <input type="checkbox"/> | <input type="checkbox"/> | Has text been written and edited? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does the publication meet USFWS Design Standards?* |
| <input type="checkbox"/> | <input type="checkbox"/> | Have photographs and illustrations been selected? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you created captions and photo credits for your illustrations? |
| <input type="checkbox"/> | <input type="checkbox"/> | If you are using copyrighted photographs, do you have written permission for their use in both the printed version, and World Wide Web version? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does your publication require layout and design? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you need to meet with a Graphic Designer to discuss specific requirements? |
| <input type="checkbox"/> | <input type="checkbox"/> | Do you know the number of copies you'll need? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you included “stock copies” for the USFWS Publication Unit (100 copies) and Conservation Library (25 copies) at NCTC in this number? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you prepared your distribution list? |

**Only a limited number of multi agency publications and publications produced with cooperating associations do not have to use the Service Design Standards.*

Publication Coordinators

- Region 1* Matthew Hasti
Division of Refuges/Epic
911 NE 11th Ave.
Portland, OR 97232-4181
503/872 2701
- Region 2* Art Needleman
Division of Refuges
500 Gold Ave. SW,
Albuquerque, NM 87103
505/248 6822
- Region 3* Chuck Traxler
Office of External Affairs
1 Federal Drive
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612/713 5313
- Region 4* Ellen Marcus
Office of External Affairs
1875 Century Blvd.
Atlanta, GA 30345
404/679 7179
- Region 5* Diana Weaver
Office of External Affairs
300 Westgate Center Dr.
Hadley, MA 01035-9589
413/253 8329
- Region 6* Melvie Uhland
Division of Refuges
Lake Plaza North Bldg.
134 Union Blvd.
Lakewood, CO 80228
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**U.S. Department of the Interior
U.S. Fish & Wildlife Service**

<http://www.fws.gov>

