ARS ❑ CSREES ❑ ERS ❑ NASS
Policies and Procedures

Title: Publishing (Print and Electronic)

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This Replaces: ARS 151.2 dated 8/20/90, ARS 151.3 dated 8/7/89, ARS 151.5 dated 6/20/89

Distribution: ARS Headquarters, Areas, and Field Locations

This P&P states the ARS procedures and responsibilities for publishing in both print and electronic formats.

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1. Introduction

Documents that contribute to scientific knowledge and report ARS research, otherwise contribute to technology transfer and comparable ARS missions, or explain Agency programs to diverse audiences are published in various print and electronic media through non-USDA (outside) publishers, through the Information Staff (IS) at ARS Headquarters and, in certain circumstances, by field locations and other ARS offices. For procedures for publishing manuscripts and abstracts through outside publishers—chiefly refereed journals—see REE P&P 152.1, "Procedures for Publishing Manuscripts and Abstracts With Non-USDA Publishers (Outside Publishing)."

Proposals for all in-house publications are reviewed by the ARS Publications Committee or delegates.

2. Statement of Policy

ARS will ensure that each product published by the Agency either in print or electronic media is produced and distributed according to Federal, USDA, and ARS policies and publishing guidelines; is cost effective; and is of a quality appropriate to its purpose.

3. Authorities

Title 44 U.S.C.
Joint Committee on Printing, Congress of the United States, Government Printing and Binding
  Regulations
OMB Circular A-130
Department Regulations 1410-1, 1420-1, 1470-2

NOTE: Department regulations require direct involvement of an Agency's information staff with all publications produced in the Washington Metropolitan Area. In practical terms, this means all nonadministrative publications originated by Program Management staffs, Beltsville Area, National Agricultural Library (NAL), and Administrative and Financial Management staffs must have some participation by IS as discussed throughout this P&P.

4. Proposing, Preparing, Clearing, and Submitting Manuscripts for Publication

In-house publications fall into five general categories (see Exhibit 1 for lists of example publications and typical costs in each category). These are—

- Primary scientific and technical publications, including handbooks, taxonomic monographs, how-to manuals, annotated bibliographies, software issued as a finished product with user and/or technical documentation, and so on.

  NOTE: Software issued as a work in progress, as a component or module, or as a working research tool is **not** considered a publication. Software developed for use by regulatory and action agencies is equivalent to administrative publications, as these are official cooperators. Similarly, online databases that are regularly updated are not publications, though database "snapshots" (printed or on disk or CD-ROM) probably are. Consult the Chief, Information Products and Services Branch (IPS), IS, when in doubt.

- Secondary technical publications, including symposium proceedings, workshop reports, research progress reports, and unannotated bibliographies.

- Publications that explain ARS programs by program or location, including policy documents such as the ARS Strategic Plan, overviews of national research programs and ARS accomplishments, and laboratory and location brochures and similar documents. This category includes annual reports required by law and distributed outside USDA. It also includes annual reports that cannot reasonably be described as reports of research progress.

- Newsletters and other periodicals distributed to non-USDA audiences.

- Administrative publications for use within USDA and by official cooperators.

Primary Scientific and Technical Publications

- The author prepares a prospectus that explains the need for the proposed publication, outlines its scope, and summarizes its expected contents. The prospectus must be approved before the manuscript can be written. Request a current prospectus kit from IPS, IS, before proceeding; this will include a template, instructions, and a list of the likeliest USDA and ARS publications series. A prospectus must be—

  - Prepared by the author of the proposed publication in accordance with the provided instructions.

  - Submitted to the Area Director (AD) through the Research Leader (RL) for review and approval.

  - Submitted to the Director, IS, through the Chief, IPS, IS. The executive secretary of the Publications Committee (Chief, IPS, IS) will duplicate the prospectus and forward a copy to the committee chairperson.

- Reviewed by the Publications Committee for appropriateness to USDA and ARS missions, suitability for in-house publication, proposed publications series, suggested content, and proposed distribution.

- IS will notify the author and the AD of the committee's decision, will forward to the author any queries or suggestions made by IS and the committee, and will provide the author with instructions for preparing and submitting a manuscript for editing and production.

- The author must obtain signed clearances from the heads, or other authorized clearance officers, of cooperating agencies and institutions, including State experiment stations, private companies, and other Federal and USDA agencies.

- The author must obtain signed permissions for reuse of copyrighted and uncopyrighted text, photographs, tables, and graphic designs.

- Once the manuscript is prepared, the author should consult with the RL regarding manuscript peer review requirements. The level of review before submission of the manuscript will be determined by the RL. If reviews are required, the author obtains documented reviews from qualified peer(s) with knowledge and familiarity in the field of research. Form ARS-533 or any other ARS approved process that results in an acceptable review may be used. Authors include with the submitted manuscript the peer reviews, responses to any comments or suggestions made by the reviewer, and the action taken by the author.

- After obtaining all reviews, clearances, and permissions, the author submits the manuscript to IS as described in the instructions for preparing a manuscript for editing and production. The submission must include copies of all clearances, permissions, and reviews with a note summarizing author responses to the peer reviews. The submission must be routed through the appropriate AD for review and approval before being sent on to IS.

- When a manuscript is submitted more than 2 years after its initial approval, IS will consult with the Publications Committee to ensure that the publication is still a viable project. Additional approval may be required.

Secondary Technical Publications

In most cases, secondary technical publications such as symposium proceedings, workshop reports, unannotated bibliographies and finding aids (excluding the Quick Bibliographies published by NAL), directories, and lab or location research progress reports, are produced in small quantities in standardized formats on a quick turnaround for limited distribution. Provided that authors follow general guidelines furnished by IS on approval of the publication proposal and that AD's review and

approve the final version of the publication, the publication will not need to be reviewed, edited, and produced by IS. The author is responsible for fulfilling certain distribution requirements described in section 7, "Distribution."

- The author prepares a justification for publishing. This is a 1-page memo that explains the need for and purpose of the proposed publication, describes the target audience, tells whether the publication will be in print or electronic format or both, and specifies the number of copies needed to meet anticipated audience demand. The justification must be approved before the manuscript is written. Request a copy of the current justification template from IPS, IS, before proceeding. The justification must be—

  - Prepared by the author of the proposed publication.

  - Submitted to the AD or administrative equivalent through the RL for review and approval.

  - Submitted to the Director, IS, through the Chief, IPS, IS, for review and approval.

  - Reviewed by the Director, IS, in consultation with one or more national program leaders (NPL), as deemed necessary, for appropriateness to USDA and ARS missions and suitability for in-house publication. The Director, IS, will then determine whether production of the proposed publication requires further participation by IS. See Exhibit 2, "Guidelines for Secondary Technical Publications To Be Reviewed and Produced by Field Locations."

- IS will notify the author and the AD of the decision.

- If the Director, IS, determines that the publication should be edited and produced by IS, IS will provide the author with instructions for preparing and submitting a manuscript for editing and production. In these cases, the author follows the same procedures as those for primary scientific and technical publications listed above.

- If the Director, IS, determines that the publication is appropriate for field review and production, IS will provide the author with the current guidelines for field-produced secondary technical publications. These guidelines will include the most up-to-date statements and disclaimers, general typographic and layout specifications, and printing information.

- On field-produced secondary technical publications, the author must obtain signed clearances from the heads, or other authorized clearance officers, of cooperating agencies and institutions, including State experiment stations, private companies, and other Federal and USDA agencies

and keep them on file to be furnished in case questions arise. The author must submit a copy of the manuscript to the AD for review and approval before publication.

Publications That Explain ARS Programs

Publications that explain ARS programs cover a broad range, including everything from policy documents to overviews of research programs and accomplishments to lab and location brochures. Audiences are generally broader than those for scientific and technical publications—including policymakers, decisionmakers in private industry, students, news media and other information multipliers such as teachers and extension agents, scientists in other fields, and the general public. Communicating information to these diverse audiences clearly, persuasively, and effectively requires considerable professional expertise. IS oversight and participation is required in varying degrees for these publications to ensure high quality and cost-effective production and distribution.

On the other hand, today's technology makes it possible to print small quantities of lab and location brochures using desktop publishing software, laser or inkjet printers, and colorful preprinted paper in so-called brochure-mailer formats at a cheaper per copy cost than required for traditional multicolor printing. Provision is made in this P&P for labs and locations to publish such brochures on their own as long as certain standards for content, design, layout, quantity, and cost containment are met (see Exhibit 3, "Guidelines for Self-Published Lab and Location Brochures").

- The author prepares a justification for publishing. This is a 1-page memo that explains the need for and purpose of the proposed publication, describes the target audience, tells whether the publication will be in print or electronic format or both, and specifies the number of copies needed to meet anticipated audience demand. The justification must be approved before the manuscript is written. Request a copy of the current justification template from IPS, IS, before proceeding. The justification must be—

  - Prepared by the author.

  - Submitted to the AD or administrative equivalent through the RL or administrative equivalent for review and approval.

  - Submitted to the Director, IS, through the Chief, IPS, IS, for review and approval.
  - Reviewed by the Director, IS, for appropriateness to USDA and ARS missions and suitability for in-house publication. At this time, the Director, IS, will determine whether the proposed publication requires further IS participation. All publications that are national in scope, all those that originate from labs and staffs in the Washington Metropolitan Area or are printed or produced in the Washington Metropolitan Area, and all annual reports required by law must be done through IS, as required by departmental regulations, though there will be some minor variation in the degree of

participation. For field-produced publications, on the other hand, the degree of IS participation is more markedly varied. In both cases, there are negotiable areas. See Section 5, "Writing, Editing, and Producing Publications." See also Exhibit 3, "Guidelines for Self-Published Lab and Location Brochures."

- IS will notify the author and the AD of the decision and provide the author instructions on how to proceed.

Newsletters and Other Periodicals for Non-USDA Audiences

Federal regulations mandate that establishment of newsletters and other periodicals for non-USDA audiences receive departmental approval, which must be obtained through IS.

For all existing or proposed periodicals, the originating locations must submit an annual report through IS to the Department. The Department will furnish instructions on the contents of the report.

Administrative Publications for Use Within USDA and by Official Cooperators

Administrative publications are for internal use only. They are printed at the expense of the originating location or staff. They do not require IS approval or participation. Those that are printed or distributed on electronic media, such as CD-ROM, should be produced at the lowest possible cost. For some of these publications, special treatment may be desirable. IS is available to assist with writing, editing, design, and printing liaison on request.

5.   Writing, Editing, and Producing Publications

IPS, IS, fulfills its publications responsibilities in several areas of service—required for some publications categories, negotiable or optional in others. These services include:

- **Writing.** Available only for publications that explain ARS programs. Writing is done from materials provided by the author and materials researched by the writer, as negotiated.

- **Editing.** IS editorial services are available on any level for any publication on request. A basic level of editing is required for all projects that are printed or otherwise produced through IS to ensure reasonable clarity, acceptable mechanics, and inclusion of appropriate statements and disclaimers. More substantive editing is required for primary scientific and technical publications and for those that explain ARS programs. Substantive editing includes making major improvements in the writing for better readability, where needed; ensuring the most

effective arrangement and presentation of all elements of the publication; editing tabular and graphic materials for consistency, completeness, clarity, and reproducibility; and recommending changes and improvements in the user interface of electronic publications. Editing does not review or evaluate scientific/technical content or other specialized information. These are the author's responsibility.

- **Clearance.** Manuscripts for all nonadministrative publications that are printed or otherwise produced in the Washington Metropolitan Area must be reviewed by the Department. IS will obtain these reviews or appropriate exemptions. IS will also obtain this review when it is needed for a field-produced publication.

- **Photography.** On primary scientific and technical publications, authors generally furnish all photography. Otherwise, photography can be provided from existing IS file photos. For all publications, IS will review photos provided by the author for quality, reproducibility, and content. Like IS file photos, such photos are also subject to departmental review. The IS photography unit is available for consultation on arranging additional photos at the originating location's expense.

- **Design and layout.** For all primary scientific and technical publications and all multicolor publications, design and layout must be done by IS or through IS by USDA's Design Center or one of its contractors. IS services are free to ARS locations and staffs. USDA's Design Center operates on a fee-for-service basis; such fees are charged back to the originating location. Therefore, the option to contract with the Design Center is chosen only when IS feels the benefit-to-cost ratio will be significant and then only when the originating location or staff is able and willing to bear the costs. For all other publications, IS design and production services are negotiable: Some or all of the work may be done by the author following supplied guidelines, subject to general IS review.

- **Printing.** An IS printing specialist oversees procurement and quality assurance for printing or electronic reproduction of all nonadministrative publications that originate from labs and staffs in the Washington Metropolitan Area and all primary scientific and technical publications. For publications produced by IS but printed in the field, an IS printing specialist will furnish specifications and instructions to the location. To ensure the quality of multicolor publications printed in the field, the IS printing specialist and designer will review the proofs and attend the press sheet inspection at IS expense, or IS will make suitable alternative arrangements. An IS printing specialist is always available for consultation on all matters related to printing.

6.   Printing and Production

Federal regulations require that all printing must be obtained from the Government Printing Office (GPO). For publications produced in the field, the location must procure printing through the regional GPO. The only exception is for an emergency, nonrecurring printing job costing less than $1,000 to print. On these, GPO, **not the location,** makes the determination. The location **must** have a written record that GPO has declined to print such a job. Violators are subject to prosecution and dismissal from Government service.

Locations with term printing contracts arranged through GPO may, of course, use these contracts for procuring publications printing.

For primary scientific and technical publications, ARS pays the cost of printing or production out of a central fund managed by IS. All other printing costs are borne by the originating location or staff.

NOTE: It is not possible to obtain an accurate estimate of printing costs until the publication is ready to go to press. From historical data, IS is able to give a very rough guess on what the cost will be per copy for certain kinds of publications provided the following are known: number of pages or panels; number of colors of ink; number, kind, and size of illustrations; paper type and grade; and number of copies. This guess will be a range and will not be reliable for long-term, accurate budget planning.

The Joint Committee on Printing of the Congress of the United States strictly regulates use of multicolor printing, special grades of paper, and types of cover material and binding, as well as use and kinds of illustrations and bylines. (See Exhibit 4, "Joint Committee on Printing Regulations on Color Printing, Use of Illustrations, and Bylines.") Accordingly, the Department requires that agencies justify and receive departmental approval for use of multicolor printing and other high-cost items. For printing in the Washington Metropolitan Area, these approvals must be requested by the Director, IS, or his or her designee. For field-printed publications, the Department delegates approval authority to the Director, IS, so authors of field-printed publications must submit their requests to him or her. The Chief, IPS, IS, is available to advise authors on viable justifications.

7.   Distribution

As required by law, GPO prints or otherwise duplicates 500-800 copies of all publications for distribution to the Federal Depository Library System. This includes libraries at most land-grant universities and other major academic institutions as well as many major city libraries.

To ensure that all publications are available for sending to the depository libraries, GPO requires that form GPO-3868, "Notification of Intent To Publish," be submitted at least 30 days before the job is sent for printing or electronic duplication for **every** nonadministrative publication produced by Federal agencies.

- On field-produced publications, submitting this form is the author's responsibility. IS will furnish the blank form and instructions on request, or it may be obtained from the regional GPO.

- Submission of this form is required even when the publication is electronically reproduced or when the requirement for printing through GPO has been waived.

- IS is responsible for submitting this form on all publications for which it procures printing or electronic duplication.

- Self-published lab and location brochures as defined in Exhibit 3, "Guidelines for Self-Published Lab and Location Brochures," fall under a GPO exemption from this requirement.

In cases where the author and IS anticipate a high demand for a publication, IS will offer GPO the opportunity to print copies for its sales program.

ARS does not have a centralized distribution operation, so all free distribution is the author's responsibility.

At times, other Government agencies may be interested in purchasing the publication for distribution; the most cost-effective way to do this is to "ride the print order"— order copies to be printed at the same time as ARS has its copies printed. IS will work with authors on identifying such interest and arranging rider orders with the appropriate agencies.

Authors of field-produced nonadministrative publications must send IS 20 copies of each publication so IS can fulfill other distribution requirements (11 copies for the National Technical Information Service (NTIS), 3 for the NAL, 3 for the Cooperative State Research, Education, and Extension Service (CSREES), 1 for the National Program Staff (NPS) Executive Correspondence Unit, and 2 for IS files). Authors must also send one copy of each field-produced nonadministrative publication to their Area Office and one to the Administrator.

IS will post a list of available publications on its World Wide Web site with links to GPO, NTIS, or authors, as appropriate. Authors are responsible for informing IS when supplies for free distribution are exhausted so the title can be removed from the site.

IS will post primary scientific and technical publications and some in other categories at its website for downloading or online viewing, as feasible. It is recommended that authors of field-produced publications do likewise.

8.   Archiving

To fulfill the requirements of the National Information Infrastructure and similar initiatives, agencies must, where feasible, maintain an accurate digital copy of all in-house publications in all categories, including administrative. IS will maintain the archives for publications it produces. Authors and their locations are responsible for maintaining the archives for field-produced publications. It is essential to maintain these archives through changes in technology, personnel, and administrative structure. IS is available for consultation on procedures and technology. At the time this P&P was prepared, options for central storage and management of electronic documents were still under consideration by NAL. We will issue an addendum to this P&P as appropriate once policies and procedures are in place.

9.   Publications Committee

- The committee chairperson and a permanent associate are members of NPS appointed by the Administrator, ARS, in consultation with the Director, IS. The executive secretary is the Chief, IPS, IS. Other members are drawn on an ad hoc basis from NPS to ensure that each prospectus is reviewed by at least one NPL familiar with the research. In cases where an employee of NAL or one of the non-NPS headquarters staffs proposes a publication in the primary scientific or technical category, a representative of the head of that staff (Director, NAL, for example) will participate in the committee meeting.

- The committee meets on an as-needed basis and informally, if necessary, to ensure that every prospectus is reviewed within 2 months of its receipt by IS.

- The committee chairperson schedules meetings, notifies committee members of meeting dates, and provides them with copies of the prospectuses to be considered; presides at meetings; and ensures that committee activities comply with departmental regulations.

- The executive secretary notifies the chairperson of the need for a meeting, provides the chairperson with a copy of each prospectus to be considered, and provides additional feedback to submitters of prospectuses as needed and as directed by the committee. The executive secretary arranges for minutes to be taken and prepares a report of committee actions—one copy to committee chairperson, one to IS files—and maintains a file of committee minutes, prospectuses, and background information considered in deliberations.

- The committee or its delegates should—

  - Recommend only publications that are clearly needed to fulfill the ARS mission—including technology transfer—and are suitable for in-house publication.

  - Approve plans for preparing and distributing publications before the manuscripts are written.

  - Ensure that proposed publications will not duplicate or compete with known existing publications.

  - Ensure that publications still available from ARS authors are up to date and useful.

  - Maintain general oversight of ARS printing and publishing activities to ensure publications are produced and distributed according to Federal, USDA, and ARS policies and publishing guidelines; are cost-effective; and are of a quality appropriate to their purpose.

10. Publications Series

Departmental regulations mandate that establishment of a publications series for an Agency or any of its components must be approved by the Department through IS. At the date of issuance of this P&P, the only publications series for which ARS has this approval are the ARS-## series maintained by IS and various series established by the former Human Nutrition Information Service and by NAL.

11. Summary of Responsibilities

Administrator, ARS

Appoints members of Publications Committee, in consultation with the Director, IS.

- Approves all publications proposals, attests to the publishability of manuscripts to be reviewed by the Department, and authorizes rush printing (all three responsibilities are delegated to the Director, IS).

Director, IS

- Serves as the publications control officer for all publications originating from ARS employees in the Washington Metropolitan Area or otherwise published through IS.

- As delegated by the Administrator, approves publishing of information that contributes to scientific knowledge and reports research of the Agency, otherwise contributes to technology transfer and comparable ARS missions, or explains ARS programs to diverse audiences.

Information Products and Services Branch, IS

- Ensures that publications meet editorial and visual standards for effective communication of information and are produced and distributed according to Federal, USDA, and ARS policies and publishing guidelines; are cost effective; and are of a quality appropriate to their purpose.

Area Director

- Serves as publications control officer for all publications originating from ARS employees in his or her Area that are **not published through IS** (applies mostly to secondary technical publications).

- Reviews **all** publications proposals for scientific merit or other demonstrated need and appropriateness for in-house publication.

- Reviews **all** manuscripts for compliance with ARS policies on release of information from the Agency's research programs and for general publishability.

- Ensures that all publications that are not reviewed and produced through IS (see Section 4, "Proposing, Preparing, Clearing, and Submitting Manuscripts for Publication") are produced and distributed according to Federal, USDA, and ARS policies and publishing guidelines; are cost effective; and are of a quality appropriate to their purpose.

Research Leader

- Reviews publications proposals for scientific merit or other demonstrated need. Reviews manuscripts for accuracy and scientific merit.

Author

- Ensures accuracy and completeness of content, coordinates all interactions with other contributing authors, provides clearances from cooperating agencies and institutions, and

obtains permissions for reuse of copyrighted and uncopyrighted text, photographs, tables, and graphic designs.

- Ensures that proposed graphic symbols and logos used for identification do not infringe existing trademarks.

Publications Control Officer

As required by departmental regulations—

- Screens all manuscripts before publication to ensure that—

    - Only those filling a definite need and necessary to the official business of the Agency are prepared and issued.

    - Essential publications are planned and prepared to meet exacting standards of quality, production, economy, and distribution.

    - Unnecessary duplication and repetition in publications of USDA are avoided.

    - Information presented is consistent with USDA policy.

- Certifies by signature the following statement on appropriate memorandum or transmittal form:

    "I certify that the publication of this manuscript in the quantity and form requested is essential to the official business of the U.S. Department of Agriculture and that it has been prepared to meet exacting standards of economy and effectiveness, consistent with all applicable Federal and USDA laws and regulations. If a reprint, I certify text, references, and illustrations are up to date."

Publications Committee

- Reviews and recommends approval of proposals for primary scientific and technical publications, including major revisions, and provides general oversight of all ARS publishing activities as to appropriateness of quality, adequacy of distribution, and cost effectiveness.

12. Glossary

AD. Area Director

Annual Report. Annual reports required by law have a specific statutory origin. USDA considers that reports of research progress are not annual reports since they don't report an Agency's complete activities. It is highly recommended that authors avoid using the term "annual report" to refer to anything other than one required by law.

Author. Writer, content editor, or other ARS employee or group of employees who initiate and serve as contact points for a publication. May be used loosely to refer to a field location or staff.

Electronic publication. Material distributed as a finished product in a digital format, including CD-ROM, magnetic tape, floppy disk, electronically readable/viewable/transmittable files (via the Internet or other telecommunications medium), and so on, is considered a publication if it would be considered a publication in print. Software and digital databases (including simulation models and expert systems) distributed as products with user and/or technical documentation or other user aids such as tutorials are regarded as publications. Online databases that are frequently updated are not publications.

Form ARS-533. Manuscript Peer Review

Form GPO 3868. Notification of Intent To Publish

GPO. Government Printing Office

IS. Information Staff

IPS. Information Products and Services Branch (formerly Publications Branch)

Lab and Location Brochure. Describes the mission and programs of an individual laboratory, location, research center, or their functional equivalent such as the NAL and its information centers. These are usually published as 4-inch by 9-inch 6- or 8-panel brochures, though for locations with many labs, larger sizes may be appropriate.

Manuscript. Traditional typescript or electronic equivalent.

NAL. National Agricultural Library

NPL. National Program Leader

NPS. National Program Staff

NTIS. National Technical Information Service

Periodical. A publication issued annually or more often with a consistent format, content, and purpose. Includes annual reports and newsletters.

Publication. The issuance of information in printed or electronic form or (for patent purposes only) a formal presentation attended by people other than USDA employees or cooperators involved in the research.

Publications Committee. The Publications Committee reviews proposals for publications. The committee must approve prospectuses for all new primary scientific and technical publications and for major revisions.

RL. Research Leader

/s/

FLOYD P. HORN
Administrator
Agricultural Research Service

Exhibits
1 Titles and Costs Typical to Each Publications Category
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   Locations
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Exhibit 1

Titles and Costs Typical to Each Publications Category

Note: Costs are per copy rounded to the nearest 5 cents. Costs are for printing or other forms of reproduction, such as CD-ROM or floppy disk duplication. These lists are drawn from publications issued during the last 5 years (FY93 - FY97), and the increase in the cost of paper, which heavily influences the cost of printing, has been well ahead of inflation during this period. Many of the costs given are based on Department or GPO estimates rather than actual costs.

Primary Scientific and Technical Publications

1994 Human Nutrition Research and Education Activities (annual report required by law) ($0.85)
Annotated Bibliography of the Chinch Bug ($1.75)
Catalog of the Coleoptera North of Mexico: Pselophidae ($1.25)
Catalog of the Cultivated Woody Plants of the United States ($3.20)
Checklist of Pyracantha Cultivars ($0.90)
Chewing and Sucking Lice as Parasites of Mammals and Birds ($10.00)
Coefficient of Parentage for 260 Cotton Cultivars Released Between 1970 and 1990 ($1.10)
Cotton "Leaf Burn": Symptoms and Effects ($4.75)
Cotton Ginner's Handbook ($7.25)
Crop Residue Management To Reduce Soil Erosion and Improve Soil Quality. Appalachian and
   Northeast ($2.25)
Fire Blight: Its Nature, Prevention, and Control ($3.90)
Fragipan Soils in the Lower Mississippi River Valley ($1.50)
Genus *Thrips* Linnaeus of the New World ($8.45)
GRAMI: A Crop Growth Model That Can Use Remotely Sensed Information ($1.05)
How To Control House and Stable Flies Without Using Pesticides ($0.35)
Ice and Rain (computer model on floppy disk) ($15.00)
Microcomputer Program for Daily Weather Simulation in the Contiguous United States ($1.85)
OPUS: An Integrated Simulation Model, vol. 2 ($2.65)
Photogrammetric Measurement of Ephemeral Gully Erosion ($2.40)
Predicting Soil Erosion by Water: A Guide to Conservation Planning (RUSLE) ($7.30)
Procedural Manual for the Large-Scale Rearing of the Biting Midge ($3.35)
Processing of Climatic Data for Detection of Cycles and Trends ($1.25)
Relationship of Cottonseed Parameters to Imperfections in Ginned Lint ($0.25)
Revision of the Genus *Amblycerus* of the United States and Mexico ($4.65)
Revision of the Subfamily Criocernae ($4.65)
RHIZOS 1991: A Simulator of Row Crop Rhizospheres ($1.60)
Strain Index for the Uniform Soybean Tests, 1939-1990: Northern States ($3.20)
Sustainable Production of Fresh-Market Tomatoes With Organic Mulches ($0.15)

Sustainable Production of Fresh-Market Tomatoes and Other Summer Vegetables (four-color
    revision) ($1.50)
Third Report on Nutrition Monitoring in the United States (2 vols.) ($18.55)
Use of Vegetation To Stabilize Eroding Streambanks ($1.70)
Uses of Ground-Penetrating Radar in the Georgia Coastal Plain ($0.70)
Weeds in Cotton: Their Biology, Ecology, and Control ($0.50)

Secondary Technical Publications

Note: Lists only publications for which IS provided review, editing, design, layout, and/or printing
services either because they originated in the Washington Metropolitan Area or because of
requirements under the old ARS publishing regulations. In the past, printing for many of these
publications has been paid for out of the central ARS printing fund managed by IS. Under this P&P,
the originating location pays for printing the publication.

1995 Continuing Survey of Food Intakes by Individuals, CD-ROM ($3.20)
1994 Continuing Survey of Food Intakes by Individuals, Pyramid Servings, CD-ROM ($8.25)
ARS Conference Report on Natural Products for Control of Agricultural Pests ($10.40)
ARS Insect Neurobiology Workshop Report ($4.50)
Collection of Entomopathogenic Fungal Cultures ($1.70)
Evaluation of New Canal Point Sugarcane Clones, 1995-96 Harvest Season ($0.50)
Farming Systems: Impact on Water Quality. Management Systems Evaluation Areas (MSEA)
    Progress Report 1994 ($0.60)
Food and Nutrient Intakes by Individuals in the United States, 1 Day, 1989-91 ($2.25)
Fruit Fly Research: 1993 Supplement to the USDA-ARS Action Plan ($3.00)
Global Climate Change Research 1993 (lab progress report) ($3.20)
Global Genetic Resources Symposium ($0.15)
Heliothis/Helicoverpa: 1993 Supplement to the 5-Year Plan ($7.40)
National Potato Germplasm Evaluation and Enhancement Report 1995 ($7.10)
PC GRIN Germplasm Resources Information Network Data Query System for the PC ($1.35)
Plant Inventory No. 201 ($24.90)
Plant Inventory No. 205 ($10.55)
Proceedings of a Workshop on Climate and Weather Research ($2.65)
Proceedings of the International Workshop on USDA Activities in Biological Control ($2.15)
Silverleaf Whitefly 1996: Supplement to the 5-Year National Research and Action Plan ($4.70)
Stone Fruit Tree Decline, Sixth Workshop Proceedings ($1.80)
Sustaining Pecan Productivity Into the 21st Century ($2.60)
Uniform Peanut Performance Tests 1992 ($1.20)
United States Peanut Descriptors ($0.70)
USDA, ARS National Research Action Plan for Development of Technologies ($2.35)

Publications That Explain ARS Programs

Note: Publications without cost information were reviewed and/or produced by IS and published by the field location.

Agricultural Inventions. How To Apply for a Patent License ($0.10)
Agricultural Research Service (ARS brochure) ($0.50)
Agricultural Research Service 6-Year Implementation Plan Addendum ($0.15)
Always Something New ($1.75)
Doing Business Together ($0.75)
NAL Customer Service ($0.10)
National Agricultural Library Annual Report 1996 (annual report not required by law) ($0.50)
National Animal Disease Center (location brochure)
National Center for Agricultural Utilization Research (location brochure)
National Herb Garden ($0.02)
National Seed Storage Laboratory (location brochure)
National Visitor Center (map brochure) ($0.15)
Plant Gene Expression Center (location brochure)
Fort Keogh Rangeland Research (location brochure)
Science in Your Shopping Cart ($1.60)
Scientific Career With the Agricultural Research Service ($0.70)
Seeds for Our Future ($0.35)
Southern Regional Research Center (location brochure)
Strategic Plan for the U.S. National Arboretum ($0.75)
Technology Transfer Agreements With the Agricultural Research Service ($0.30)
TEKTRAN ($0.05)
USDA-ARS Plant Genome Research Program ($0.90)
U.S. National Arboretum cultivar release information sheets ($0.15)
U.S. National Arboretum Visitor Guide ($0.10)
Vision of Rangeland Research ($0.70) & accompanying kit folder ($1.00)
Water Quality Research Status Report 1993 (lab progress report) ($2.45)
Western Regional Research Center (location brochure)

Newsletters and Other Periodicals

Agricultural Research magazine ($0.60)
Methyl Bromide Alternatives ($0.40)

Administrative Publications

Note: Lists only administrative publications for which IS provided writing, editing, design, and/or printing services.

Administrative and Financial Management Strategic Plan ($3.55)

ARS Research Position Evaluation System (An Introduction) ($0.25)
ARS Research Position Evaluation System (An Overview) ($0.15)
BARC Poster Day 1996 ($0.95)
BARC Research Index ($0.20)
Cooperative Research and Development Agreements Between Industry and ARS ($0.10)
Gleaning at ARS ($0.05)
Human Resources Implementation Plan ($0.25)
Individual Development Planning ($0.05)
Patents in ARS ($0.40)
Stepping Into the Future ($2.40)

Exhibit 2

**Guidelines for Secondary Technical Publications To Be Reviewed
and Produced by Field Locations**

Our common goal is to ensure that all ARS publications are technically accurate, communicate information verbally and visually at a professional level appropriate to the target audience, are cost-effective, and conform to Federal and departmental regulations, even when these may seem pointless or inconvenient. The success of transferring responsibility for these publications (see the body of the P&P for definitions and example titles) to originating locations and Area Directors depends on each office cooperating with the spirit of the guidelines.

Quality

Review contents of publication for accuracy, for consistency of writing mechanics (punctuation, capitalization, spelling), for consistency of style (as in literature citations, bibliographic entries, figure legends and labels, and table design), and for writing clarity.

Review layout of publication for consistency and legibility. IS will provide layout and type specifications at the time the project is approved, based on departmental requirements and best practices. Where authors from multiple locations and institutions contribute to the publication, ensure that type and layout match. Inconsistency in type and layout is a hallmark of amateur production; weigh expediency against the need to present ARS as a first-class, professional organization.

When publication is on or includes floppy disk or CD-ROM, ensure that labels are neatly printed and that installation instructions are clear and easy to follow. Specify what level of technical support the originating location will provide and how to get it.

Quantity and Distribution

Up to 1,000 copies. In cases where more copies seem necessary, provide strong supporting evidence in your justification for publishing. You must distribute all copies freely; ARS is not permitted to charge postage and handling or any other kind of fee. See "Distribution" section of this P&P for further requirements. Contact IS before entering into any special distribution agreements with third parties, including other Government agencies, academic institutions, and the like.

Contents

Confine to scientific/technical information appropriate to the type of publication. A common problem has been combining the function of a lab progress report with that of a lab brochure. This naturally leads to embellishments to the progress report that drive up the production costs. It's far more cost-effective to do an unembellished progress report each year and a separate lab brochure that will be useful for several years. Economies of scale are significant in production of print publications. And, of course, the audience for a lab brochure is likely to be broader than the audience for a progress report, and it would be burdensome to try to write the progress report to meet the needs of the broader audience.

Include a bibliographical citation and an abstract on the inside front cover, information on how to obtain copies of the publication, the issue date (month and year), and all the statements and disclaimers IS provides in the instructions accompanying the approval.

Departmental regulations require that any manuscript that contains anything that interprets USDA policy must be reviewed by the Department. Contact IS in such cases for instructions on how to proceed.

Write nothing that could be construed as lobbying for funds or other kinds of support or as encouraging readers to do so. When in doubt, leave it out.

Include illustrations only when they're needed to explain technical points. See Exhibit 4 for Joint Committee on Printing regulations on use of illustrations. Specifically avoid portrait photographs, photos of groups of people simply posing for the camera, photos of facilities except where the facility is the subject of a report or technical description, and any other photographs inserted mostly for decorative purposes or because "it would be nice." Note that these are restrictions established by Joint Committee on Printing for print publications. You have a lot more freedom for electronic publications. Use your best judgment on what's acceptable in the electronic medium; a good practice is to put yourself in the shoes of the reader: Does this photograph provide useful information, or will the reader see it more as something that monopolizes valuable bandwidth?

Production
Use black ink on standard white paper. Use plain, typographical covers (no illustrations) following the specifications that IS provides. If the publication will be 32 pages or longer, you may have a separate cover (any one color of ink on any one color of paper). IS guidelines will provide information on standard GPO paper weights, grades, and colors. Remember that any departure from these specifications requires departmental approval. If use of color photographs or other kinds of illustrations is necessary, recognize that cost will be much higher. Also, because quality assurance is much more difficult for multicolor printing, IS participation in production of such publications is likely to be required. This will be determined case by case.

Help Is at Hand
IS staffers are available at any time for consultation or assistance on editorial, design, and printing matters.

Exhibit 3

Guidelines for Self-Published Lab and Location Brochures

These guidelines are strictly for lab and location brochures (see the body of the P&P for definitions and examples) that are output in small quantities, as needed, on desktop printers at the originating location. The guidelines are specifically designed to allow quick turnaround and rapid change in contents without circumventing or appearing to circumvent Federal printing regulations. Do not use for scientific, technical, and other material with a permanent value. Do not output in a production environment (personnel and equipment dedicated to publishing activities, mass mailing, and so on).

Description
Output from desktop printers at originating location on two sides of a single sheet of paper that can be folded twice (8 ½ x 11 paper; called a 6-panel brochure) or thrice (8 ½ x 14; called an 8-panel brochure) to a finished size of 8 ½ x roughly 3 ½). Cover panel has name of lab or location; design specifications will show options on where to place USDA and ARS identity. Back panel includes ARS mission statement, USDA nondiscrimination statement, applicable disclaimers, and issue date (month and year). IS will provide up-to-date wording for statements and disclaimers.

To avoid any suggestion of impropriety, all work on the brochure, including writing, design, layout, and output must be done by ARS employees on duty time with ARS-owned software, hardware, and supplies.

Contents
Nontechnical description of research mission, projects, and so on. Include notable accomplishments and milestones.

Departmental regulations require that any manuscript that contains anything that interprets USDA policy must be reviewed by the Department. Contact IS in such cases for instructions on how to proceed.

Write nothing that could be construed as lobbying for funds or other kinds of support or as encouraging readers to do so. When in doubt, leave it out.

Quality
Review contents of publication for accuracy, for consistency of writing mechanics (punctuation, capitalization, spelling), and for writing clarity.

Review layout of publication for consistency and legibility. IS will provide layout and type specifications at the time the project is approved, based on departmental requirements and best practices.

Quantity
Up to 250 copies between changes (in content, phone numbers, and so on).

Exhibit 4

Joint Committee on Printing Regulations on Color Printing, Use of Illustrations, and Bylines (Excerpts from the Government Printing and Binding Regulations published by the Joint Committee On Printing, Congress of the United States)

18-1. Color Printing.—The committee recognizes that printing in two or more colors generally increases costs. Consequently, it is the responsibility of the head of any department, independent office or establishment of the Government to assure that all multicolor printing shall contribute demonstrable value toward achieving a greater fulfillment of the ultimate end-purpose of whatever printed item in which it is included.

18-2. Demonstrably valuable multicolor printing, for the purpose of these regulations, includes the following categories:

(a) Maps and technical diagrams where additional color is necessary for clarity.

(b) Object identification (medical specimens, diseases, plants, flags, uniforms, etc.).

(c) Safety programs, fire prevention, savings bonds programs, and competitive areas of personnel recruiting.

(d) Areas wherein clearly identifiable savings in costs can be soundly predicated on multicolor use.

(e) Printing for programs required by law, whose relative success or failure is in direct ratio to the degree of public response, and where that response can be logically attributable to the number of colors planned and the manner in which they are proposed to be used.

(f) Color for promotional or motivational purposes such as programs concerning public health, safety, consumer benefits; or to encourage utilization of Government facilities such as programs for Social Security, Medicare, and certain areas of need for veterans would come within this category.

18-3. Multicolor printing which does not meet the demonstrably valuable contribution requirement of these regulations, includes but is not exclusively limited to the following categories:

(a) Printed items wherein additional color is used primarily for decorative effect.

(b)   Printed items where additional color is used primarily in lieu of effective layout and design.

(c)   Printed items where additional color is used excessively, i.e., four colors when two or three will fulfill the need; three colors when two are adequate; two colors when one is adequate.

(d)   Printed items wherein the inclusion of multicolor does not reflect careful, competent advanced planning which recognizes the contribution the use of color is expected to make to the ultimate end-purpose.

19.   **Illustrations.**—Illustrations are to be used in Government printed matter only when they:

(a)   Relate entirely to the transaction of public business, and are in the public interest.

(b)   Relate directly to the subject matter and are necessary to explain the text.

(c)   Do not serve to aggrandize any individual.

(d)   Are in good taste and do not offend proper sensibilities.

(e)   Are restricted to the minimum size necessary to accomplish their purpose.

(f)   Illustrate employees actually engaged in an act or service related to their official duties.

Bylines

14.   **Art Signatures.**—When the size of signatures on freehand art is out of proportion or relation to the design, the copy is unacceptable and shall not be printed unless the signature is removed or sufficiently reduced in size. Signatures of technical illustrators, designers, typographers, or layout artists shall not be printed.

16-1. **Publication Bylines.**—The printing of Government employees' bylines in Government publications shall be confined to the authors of the articles appearing therein, and to the photographers who have originated the pictures therein. The authors' and photographers' bylines shall be printed in exact juxtaposition with the articles or pictures which they have created.

16-2. **Publication Mastheads.**—The printed mastheads of Government publications shall include the name of the publishing department or agency and its issuing bureau, branch, or office, together with the names of the department or agency head and the head of the issuing bureau, branch, or

office. Additional names shall include only the names of the executive or managing editor, sports editor, feature editor, photo editor, and art editor, or their editorial equivalent officers by whatever title they are identified, unless otherwise authorized by the Joint Committee on Printing.

Exhibit 5

Signs of an Amateur Desktop Publisher

Type
- More than two different typefaces (except in highly unusual cases).
- Gaudy typefaces (script, ornate display faces, and so on).
- Type that's too large and type that's too small (for body copy, the range should be between 10 and 12 points, depending on the typeface). See provided specs.
- Heavy dependence on bold and italic.
- Typewriter conventions such as headings in all caps, underlining for italics, and so on.
- Right-justified type badly executed (best left to professional typesetters, who know kerning, letterspacing, wordspacing, and hyphenation rules and tricks).

Artwork
- Scanned photographs output at less than 2,540 dpi.
- Bitmap illustrations with jagged, stairstep edges.
- Clipart of different drawing styles (cartoons mixed with sketches mixed with silhouettes mixed with highly detailed drawings, for example) and tones (serious, comical, whimsical).
- Widely used clipart.
- Artwork for its own sake, not integrated into the whole design.
- Too many illustrations. Clutter confuses.
- Too small and too big. This is partly a matter of taste and partly a matter of effective communication.

Design
- Every page visually identical to every other page; for example, a 1-inch thumbnail photo at the top of every page followed by nothing but text, though there may be times when this is called for (such as a visual index).
- Very wide reading lines. Rule of thumb: A line of text should contain no more than 2½ alphabets (about 65 characters). Wider lines force reading of one word at a time instead of the more efficient one line at a time.
- Large blocks of copy. Break into smaller paragraphs, especially in nontechnical material.