

# Section 1: Publication Guidelines and Printing Procedures

This section defines and explains the publications produced by the department, content and distribution requirements, and publication printing procedures required by law.

Alaska Statute (AS 44.99.200 - 44.99.240) defines a publication as follows.

(1) *publication* means a written document, including books, brochures, flyers, manuals, newsletters, pamphlets, programs, reports, and similar documents, but does not include standard forms, letterhead stationery, letterhead envelopes, election ballots, construction plans and specifications, location and design study reports, the Alaska Statutes, the Alaska Administrative Code, the Alaska Rules of Court, publications produced by the University of Alaska press, and papers that are submitted to a publisher, including a publisher of journals and anthologies, that is not a state agency;

(2) *state agency* means

(A) a department, institution, board, commission, division, authority, public corporation, or other administrative unit of the executive branch, including the University of Alaska and the Alaska Railroad Corporation;

(B) a committee, division, or administrative unit of the legislative branch, including the Alaska Legislative Council, the leadership of each house, the office of victims' rights, and the office of the ombudsman;

(C) an administrative unit of the judicial branch, including the Alaska Judicial Council and the Commission on Judicial Conduct.

## 1.1 General Correspondence

General correspondence such as letters, memos, news releases, and emergency orders are not considered publications; however, some of the information presented in the *ADF&G Writer's Guide* can be helpful for those types of correspondence. Templates may be available from your publications or administrative staff. In addition, ADF&G's Public Communications Section, located at ADF&G Headquarters in the commissioner's office, can help you with publication-related questions as well. See Section 8 Numbers for number use for both general style and modern scientific style.

## 1.2 ADF&G Publications: Types and Standards

The three types of ADF&G publications are informational and educational publications, professional papers, and scientific and technical reporting series. All publica-

tions must have contact information clearly stated at the front of the document. This includes a contact telephone number, ADF&G copyright, division name, and the date published. All publications must also include the Office of Equal Opportunity (OEO) statement (see Section 1.4f). Additionally, informational and educational publications and scientific and technical reporting series should always include the ADF&G logo.

**Informational and Educational Publications:** Information and educational materials are those produced for distribution to the public. They include books, guides, booklets, brochures, posters, newsletters, flyers, articles, curricula, interpretive signs, electronic slide presentations, film/video/audio, and podcasts. Informational and educational publications have various distribution and content requirements (Table 1). Write informational and educational publications in a general style, not modern scientific style (see explanation of styles in Section 8 Numbers).

All ADF&G informational and educational publications currently in use will be included in an informational and educational resources database, which is scheduled to be available to staff in 2010. Publications and clerical staff will maintain the database. Contact your publication staff or the Public Communications Section in the commissioner's office if you have questions.

**Scientific Journal Articles and Professional Papers:** Journal articles and professional papers include manuscripts that address issues of concern to the department, natural history or related subjects, and are prepared by division personnel for publication in a professional journal. The primary audience is usually wildlife and fisheries professionals, but some papers may be of interest to those in other disciplines. Procedures for submission vary by divisions.

**Scientific and Technical Reporting Series:** Each division has its own scientific and technical policies and procedures; contact your publications staff for information.

### 1.3 Use of Images in Publications

For general information on who owns a copyright and under what circumstances, see Section 2.2 Copyright.

#### a. First Amendment and the Right to Privacy

The First Amendment to the United States Constitution allows individuals and agencies to film and photograph subjects in public places. Individuals have legal privacy rights that apply to private places such as a person's home, hotel room, bathroom, etc. The right to privacy also extends to certain public places: cameras are banned in courthouses, capital buildings, secured government buildings, and prisons unless you obtain written permission. In addition, filming and photography cannot interfere with police, fire, medical, or emergency operations. How-

ever, private properties open to the public, such as stores, stadiums, or tourist areas, may allow photography and filming unless signs are posted that expressly forbid these.

### **b. Publishing identifiable subjects and obtaining model releases**

ADF&G staff should obtain written permission from identifiable subjects through a signed model release form when possible. In the interest of respect, good public relations, and the safety of children or vulnerable citizens, obtain permission despite the First Amendment rights. Permission is not necessary prior to taking a photo, but should be in hand prior to publishing. However, receiving permission when the photo is taken is generally easier than retrieving it several days or months later.

Providing a notice that photos will be taken and obtaining signed model releases prior to public events, especially school activities, is recommended.

For minors and those who are unable to execute a release, please contact the legal guardians or those responsible for the subject.

The ADF&G model release form is available through your publications staff or Public Communications Section.

### **c. Writing captions**

The 2008 *Associated Press Stylebook and Briefing on Media Law* suggests the following guidelines for writing captions. The first sentence of the caption describes what the photo shows, in the present tense, and states the place and location of the photograph.

Use: Trawl fisherman John Smith hauls in line during the 2009 spring troll fishing season in Southeast Alaska. ©2009 ADF&G. Photo by Jim Craig.

The second sentence of the caption gives background on the event or describes why the photo is important. Whenever possible, try to keep the captions to no more than two concise sentences while including the relevant information.

Use: Troll fisherman John Smith hauls in line during the 2009 spring troll fishing season. The yearly salmon harvest was better than expected. ©2009 ADF&G. Photo by Jim Craig.

Captions do not have to be full sentences; if the relevant information can be presented in a few words, phrases can be used as captions as well.

Use: Trawl fishing in Southeast Alaska. ©2009 ADF&G. Photo by Jim Craig.

### **d. Photo illustrations**

Photo illustrations differ from photos in content, creation, and purpose. Photo illustrations are manufactured situations staged or produced in a studio and are

often used for promotion. When an existing photograph is altered for artistic purposes, such as adding or deleting content, it also is considered a photo illustration. Subjects photographed in their natural or usual location are not considered photo illustrations.

Use caution when creating digital illustrations or manipulating images in any way. The final image should not be so photorealistic that a reader could perceive it as being real.

Carefully consider any consequences, including jeopardizing credibility, before creating a photo illustration. Never enhance content or decrease size of subjects for the purpose of making the subject appear in a way other than the true and actual circumstances of the image. For example, do not digitally manipulate extra fish into a photo of a fish tote for the purpose of showing a harvest greater than that which actually occurred.

When publishing a photo illustration, it should be made clear that the image does not represent a real situation. In all cases, photo illustrations should be labeled as such. Any permitted alteration changing the original content of an image must be labeled as a “photo illustration.”

Artistic use of images, as in a collage, is permitted, but you must obtain permission from and credit all the original photographers.

Photos that are enhanced by cropping, eliminating specks and scratches, or minor adjustment to color and contrast, etc., are not considered photo illustrations.

Photo illustrations should be credited as follows:

Use: © 2009 ADF&G. Photo Illustration by [artist’s name.]

Photo illustration; original photo by ‘photographer’s name.’ [This credit is only appropriate where you are altering a photo taken by someone else, and you must receive the permission of the copyright holder to do so.]

These photo illustration guidelines are based on the policies of the Associated Press, University of Washington, and University of Wisconsin.

### **e. Use of official department portraits**

ADF&G maintains digital portraits of the commissioner, some commissioner’s office staff, and directors. Before using these staff photos in publications, to accompany articles, or provide to others, contact the Public Communications Section to outline the use of the photo and to ensure that you are using the most current and appropriate photo.

## 1.4 Publication Procedures Required by Law

### a. Printing requirements

Alaska Statute 44.99.200 requires the Department of Administration to establish standards for the production of state agency publications. These standards apply to publications of a state agency intended for both internal and external audiences.

Basic printing standards are intended to promote low cost and consistency.

Consult with the headquarters supply section or your divisional administrative or publications personnel to determine the procedures for a printing contract. Be aware of the procurement requirements in the ADF&G Standard Operating Procedure 100.

In accordance with state laws, ADF&G publications, excluding those produced by an ADF&G xerographic copier, shall be produced by an in-state commercial facility or certified employment program. If none of these options can produce the material as specified, then use out-of-state printing facilities.

Alaska Statute 36.30.170 provides standards for contract awards after bid, including qualifying conditions for bidder preferences. See your department's supply section for information on bidder preferences.

It is important to document all communications with the printer. This can prevent misunderstandings, nonperformance, or missed deadlines by either party. As long as a printer makes a good faith effort to rectify a poor performance, the State of Alaska cannot refuse to send them future invitations to bid. It is state policy to send the incumbent bidder a request for bid unless there is a history of poor performance. Problems or questions about a printer's performance should be documented and brought to the attention of your procurement department.

### b. Procurement requirements

ADF&G publications must comply with state printing standards, which vary among publication types. These standards change from time to time; please ask your supply officer for updates.

The following is a brief summary of the Delegations of Procurement Authority for ADF&G as of this printing. These are taken from Alaska Statutes, the Alaska Administrative Code, and the Alaska Administrative Manual.

1. Purchases <\$5,000, except credit card purchases, require reasonable and adequate solicitation effort to Alaska vendors before out-of-state solicitation.
2. Solicitations >\$5,000 to \$25,000 require soliciting at least three Alaska vendors for a verbal response before out-of-state solicitation.

3. Solicitations >\$25,000 to \$50,000 require written solicitation of three Alaska vendors for a written response before out-of-state solicitation.
4. Solicitations >\$50,000 require a formal Invitation to Bid in accordance with Alaska Statute 36.30.130 and Title 2 Alaska Administrative Code 12.130, and may not be solicited outside Alaska without Department of Administration approval that Alaska solicitation only is impractical.
5. For all purchases, an Alaska Bidder Preference of 5% and applicable preferences in Alaska Statute 36.30.170(b) shall be considered when awarding contracts.
6. For professional services contracts, the Alaska Offerers Preference of 10% must be considered.
7. All printing services shall be procured in accordance with Alaska Statute Title 36, Chapter 30 (State Procurement Code), Alaska Administrative Code, Title 2, Chapter 12, and Alaska Administrative Manual 83.010–83.065.

### **c. Production of publications**

Per Alaska Statute 44.99.200,

“The publications of a state agency shall be produced at a private sector facility located in the state when practicable. The Department of Administration shall establish standards for the production of publications by state agencies, except that the Board of Regents of the University of Alaska shall establish the standards for the university.”

### **d. Cost blocks**

Per Alaska Statute 44.99.210 Disclosures on Publication,

“If the actual annual costs for a publication of a state agency that are paid from the general fund exceed \$1,500, or if the actual annual costs of a state agency publication that is a report required by law are paid from a source other than the general fund and exceed \$1,500, the publication must include a statement that gives the name of the agency releasing the publication, the purpose of the publication, the cost for each copy of the publication, and the city and state where the printing was done. The statement must read: “This publication was released by... (name of state agency)..., produced at a cost of \$... per copy to... (statement of purpose)..., and printed in... (city and state where printed).” If the publication is required by law, the statement must also include: “This publication is required by... (appropriate citation to Alaska law).” The statement may include, if applicable, a declaration of the revenue raised by the sale of the publication or from the purchase of advertising in the publication. The statement shall be printed in one conspicuous place in the body of the publication in a type size that is not smaller than 12 points and shall be placed in a box composed of at least two-

point rule. In this section, “cost for each copy” means the figure that results after dividing the total contract cost of producing the publication by the number of copies produced. This section does not apply to a publication that is intended primarily for foreign or other out-of-state use, to a program for a public ceremony of a state agency, or to materials used by a state agency to develop a market for the agency’s services or products.”

The cost block can be reduced in size for a smaller-sized publication. Here are examples of cost blocks.

This publication was released by Alaska Department of Fish and Game at a cost of \$1.89 per copy to promote fishery research and printed in Juneau, Alaska.

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#### **e. International Standard Book Number**

An International Standard Book Number (ISBN) is a unique commercial numerical identifier that was increased from 10 to 13 digits in 2007. The digits consist of five parts:

1. Global Standards 1 (GS1) prefix: 978 or 979
2. Group identifier: a one- to five-digit number
3. Publisher code: These are assigned by ISBN agency; large publishers receive large blocks of numbers and smaller publishers smaller blocks. Publishers can request additional blocks of numbers as needed.
4. Item number: selected by the publisher
5. Checksum digit or check digit: an extra digit added for purposes of error detection

Publishers are not required to assign ISBNs, but few books are sold commercially without ISBNs. Contact the Public Communications Section to obtain an ISBN.

#### **f. Office of Equal Opportunity statement**

Every ADF&G publication, including brochures, videos, event flyers, and display posters, must have the ADF&G Office of Equal Opportunity (OEO) statement printed in a prominent location, such as on the inside front or back cover. Electronic publications must provide a link to the OEO statement. Please note that this statement is updated occasionally. All personnel are responsible for ensuring they use the most current version; other non-ADF&G agencies or individuals that are licensed or have permission to use ADF&G materials must include this statement with those materials.

The most current version will always be located at a link on the bottom of every ADF&G web page.

In the case of permitted web page reproduction of ADF&G materials, an “OEO Statement” link to the ADF&G OEO web page can be substituted for full textual reproduction.

Each division is responsible for listing a phone number for obtaining copies or other contact information on their publication.

An abbreviated version of the OEO statement may be used for brochures and publications of two pages or less when space is limited. The abbreviated version is available from publications or Public Communications Section staff.

#### **g. Provide a copy to Public Communications Section**

The Public Communications Section will compile and maintain a list of publications in accordance with Alaska Statute 44.99.220. List of Publications. “A state agency shall compile and maintain a list of the publications that it produces each fiscal year.” A copy of all brochures and publications created for public distribution must be submitted the Public Communications Section in compliance with the state documentation requirements. For scientific and technical reports, divisions are individually responsible to compile and maintain the listings.

### **1.5 Cataloging, Distribution, and Archiving Requirements**

Listed here are the various types of publications and their cataloging, distribution, and archiving requirements. Publications staff are responsible for these duties; however, creators of works are responsible for informing their publications staff of their work, so that it can be properly catalogued, distributed, and archived. All types of publications will be made available in electronic format to universities, libraries, and government agencies by request.



### **a. Informational and educational publications**

Publication staff will enter all informational and educational publications into a centralized database. This includes, but is not limited to books, guides, booklets, brochures and pamphlets, posters, newsletters, flyers, articles, curricula, interpretive signs, electronic slide presentations, film or audio presentations, and podcasts.

### **b. Scientific and technical publications**

**The Alaska Resources Library and Information Services (ARLIS):** The library, located in Anchorage, serves ADF&G statewide. ADF&G is a founding member of this multi-agency library. ARLIS attempts to collect every report produced by ADF&G and is responsible for long-term historical access to ADF&G research data, publications and resources, and maintains a dedicated server for PDF files. They request two paper copies of each ADF&G publication. Publications staff are responsible for mailing the copies to the following address:

ARLIS  
3211 Providence Drive  
Library, Suite 111  
Anchorage AK 99508

**Alaska State Library:** The state library, located in Juneau, is the depository for reports from all departments in the State of Alaska. According to Alaska Statute 14.56.120, “each state agency shall deposit, upon release, at least four copies of each of its state publications...”. As of this printing, the state library requires eight copies of ADF&G publications for distribution to its regional depository libraries around the state. Publications staff are responsible for mailing the copies to the following address:

Alaska State Library  
Attn: Government Publications  
PO Box 110571, MS 0571  
Juneau, AK 99811-0571

### **c. Information Services**

All staff statewide who need information services should use ARLIS for journal access, database access for literature searches, interlibrary loans, and all reference services.

Table 1. Content and distribution requirements for informational and educational publications.

Resource type	Include in Publications					Distribute to	
	Cost block	ISBN	OEO statement	I&E database	ADF&G logo	ARLIS	Alaska State Library
Books	See 1.4d	yes	yes	yes	yes	yes	yes
Guides	See 1.4d	yes	yes	yes	yes	yes	yes
Booklets	See 1.4d	optional	abbrev.	yes	yes	yes	yes
Brochures	See 1.4d	no	abbrev.	yes	yes	yes	no
Posters	See 1.4d	no	abbrev.	yes	yes	no	no
Newsletters	See 1.4d	no	yes	yes	yes	yes	no
Flyers	no	no	abbrev.	no	optional	no	no
Articles	no	no	no	optional	no	no	no
Curricula	See 1.4d	optional	yes	yes	yes	yes	no
Interpretive signs	See 1.4d	no	yes	yes	yes	no	no
Electronic slide presentations	no	no	yes	optional	optional	no	no
Audio/film/video	no	yes	yes	yes	yes	yes	no
Podcasts	no	no	no	yes	optional	no	no
Emergency orders	no	no	no	no	yes	no	no
News releases	no	no	no	no	yes	no	no

Note: ISBN = International Standard Book Number, a unique number assigned to each book by its publisher according to an established standard; OEO = Office of Equal Opportunity; I&E = Information and Education; ARLIS = Alaska Resources Library and Information Services.