

UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
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EMS TRANSMISSION: 10/12/2001
Instruction Memorandum No. AZ-2002-003
Expires: 9/30/2002

To: State Leadership Team

From: Deputy State Director, External Affairs

Subject: Arizona National Monument Posters

Purpose: The purpose of this Instruction Memorandum is to inform the field offices of the distribution and cost recovery process for the new Arizona BLM National Landscape Conservation System (NLCS) poster series.

Background: After several months of coordination, layout, design and printing, the first five posters in the Arizona BLM National Landscape Conservation System (NLCS) series are ready to be distributed to the field offices and sold to the public. The posters are 18" X 24" and showcase the monuments' stunning landscapes.

Policy/Action: To recover costs of the posters and have a source from which to reprint, BLM will sell the posters for \$2.00 each. The Bureau's cost recovery policy allows only for actual costs to be recovered. The posters will be sold through the Arizona Strip Interpretive Association, the Public Lands Interpretive Association (Arizona State Office), and the field office public rooms. The collections and billing system (CBS) codes have been established through the National Business Center. This information has been forwarded to each of the field office public room contacts to begin tracking the poster sales.

Each field office will receive supplies of all five national monument posters. However, the Arizona Strip, Phoenix, and Tucson offices will receive additional copies of their specific monument posters. The idea is to have the entire poster series available to the public at any office. These posters are an important element of Arizona's NLCS outreach efforts. It is important to prominently display them in the public rooms and interpretive centers to build public awareness and interest.

It is BLM's objective to recover as much of the poster costs as possible. However,

BLM managers and staff can also provide these posters to partners as gifts, or for administrative purposes. In either event, there needs to be an accounting for the number of posters in each office supply that are not sold. Reports can be retrieved from CBS for poster sales, but we will need to have each office keep a tally of the number of posters that are used for administrative purposes. A standard tally sheet is provided for your use. After six months, External Affairs will review the CBS sales reports and the administrative tally sheets to determine progress. Adjustments will be made at that time if necessary. The reports will also help to determine when it is time to reprint and how much money is available.

Time frame: Distribution of the posters will be made the week of October 22, 2001.

Contact: If you have any questions on this instruction memorandum, please contact Deborah Stevens, ASO External Affairs at (602) 417-9215.

SIGNED BY:
Joanie Losacco
DSD, External Affairs

AUTHENTICATED BY:
Amy Bunda
Staff Assistant

Attachments:

1. Poster Administrative Use Tally Sheet
2. Poster Distribution and Quantity List
3. CBS Codes Email