

**UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
Oregon State Office
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In Reply Refer to:
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August 20, 2003

EMS TRANSMISSION 08/21/2003
Instruction Memorandum No. OR-2003-103
Expires: 9/30/2004

To: DMs, DSDs, Staff and Branch Chiefs
From: Associate State Director
Subject: Publication Design Standards, Roles, and Responsibilities

Program Area: This policy applies to all programs and offices that prepare documents intended for public distribution and/or access via electronic and printed mediums. This policy supersedes and replaces IM No. 2003-023. It is consistent with guidance provided in IM. No. OR-2003-069, Enhancing Public Communications and Minimizing Investments in Bureau Publication Expenses.

Purpose: This policy clarifies the Oregon State Office requirements related to document review and approval. This policy meets Bureau of Land Management (BLM) Washington Office e-government program priorities and supports the ongoing effort to develop unified standards for document design. The applicable project and program leaders, field managers, and Deputy State Directors will be responsible for ensuring national and state standards and design templates are utilized. This unified approach will promote cost-effective document design and efficient publication support. It will also promote the development of internal documents that meet minimum design standards.

Policy/Action: All documents, including bound text, maps, flyers, posters, pamphlets, brochures, special projects, and promotional items, which are intended to be published or provided to the public in electronic and/or printed formats, must be designed to meet document design standards applicable to that class of document. State and/or Washington Office approval are required on all project designs and products by the submission of the Form DI-1550-8.

This includes, but is not limited to:

1. State Director approved documents (such as land use planning notices, analyses and decision documents).
2. All recreation or other special program maps.

3. All sub-regional, watershed or landscape level analyses, and all regional assessments or other non-decisional documents that are typically cited in subsequent activity or project plans and demonstrate "step-down" analyses from land use plan level decisions. These documents are often developed in a collaborative and intergovernmental process and would be provided free of charge under Freedom of Information Act requests and are generally posted on the Internet for public information and reference.

4. All informational flyers, handouts, location or guide materials used in kiosks, fairs, field offices etc., that are typically developed and produced to provide officially approved information with applicable governmental logos.
5. Products initially designed for internal use that later merit either publication or electronic posting.

It does not include:

1. Internal documents designed and intended for iterative staff or consultant use and reference.
2. Briefing materials, including power-point and sample maps for administrative use, intergovernmental collaboration, Resource Advisory Councils, Provincial Advisory Councils, etc.
3. Biological assessments, inventory reports, cultural surveys, botanical surveys, etc.
4. Minor environmental assessment records and associated decision documents, Determinations of National Environmental Policy Act (NEPA) Adequacy (DNAs) and Categorical (from NEPA processes) Exclusions (CXs or CEs) with the exception of documents on official letterheads or other prescribed forms or formats.
5. Non-BLM led environmental analyses.

Electronic formats or software programs will be consistent with applicable national or state guidance. For electronic posting of published documents this will currently require use of Adobe Acrobat Portable Document Formatting (PDF) and/or HTML. For staff-only assessable files, where data maintenance and updating is prescribed appropriate software (including but not limited to Arc GIS/ESRI, etc.) will be used.

Note that publication support in the Oregon State Office normally requires that text and tables be submitted in the latest versions of Microsoft Word and Excel. Graphics and illustrations, including graphs, charts, drawings, and photographs, need to be submitted in a variety of accepted formats such as TIFF, EPS, and JPEG. Cartographic products are to be submitted in AI or EPS file types. Products intended for distribution and printing output will be submitted or converted into an approved pagination layout program, such as PageMaker, InDesign, or Quark Express.

Timeframe: These policies are effective immediately. The Deputy State Director for Communications will consider exceptions on a case-by-case basis.

Budget Impact: This policy is intended to expedite document production, minimize the return and revision of draft documents and reduce delays in time sensitive projects by utilizing Oregon State Office staff experience and expertise in design, production and quality control.

Background: This policy underscores the BLM-wide effort to improve and unify publication design standards.

Manual/Handbook Sections Affected: None.

Coordination: District and Oregon State Office project or program managers and District GIS Coordinators should coordinate with the applicable Oregon State Office program or resource leaders and the publications committee (the OR-912 Printing Specialist and Visual Information Specialist or the OR-957 Lead Cartographer) concerning design standards, timeframes for review and revision, publication (printing or compact disk creation) timeframes and costs, and publication control numbers.

Contact: This policy was developed by the Oregon State Office Publication Committee. For additional information contact Cliff McClelland, Publication Committee Chairperson, OR-912, 503-808-6212; or Leslie Frewing-Runyon, vice-chair, OR-933, 503-808-6088. For document text and table design requirements, contact a Visual Information Specialist (OR-912 and district offices). For maps (or other cartographic products, contact Jim Rounds, Lead Cartographer, OR-957, 503-808-6144. For aerial photography or remote sensing products, contact Corey Plank, Mapping Sciences Chief, OR-957, 503-808-6145. For overall publication timeframes and cost estimates, contact Cliff McClelland. For specific resource program or procedural guidance, contact the applicable program leaders in OR-930, OR-912, and/or OR-950.

Districts with Unions are reminded to notify their unions of this Instruction Memorandum and satisfy any bargaining obligations before implementation. Your servicing Human Resources Office or Labor Relations Specialist can provide you assistance in this matter.

Signed by
Charles E. Wassinger

Authenticated by
Mary O'Leary
Management Assistant

Distribution
NBC-650