

## Questions and Answers about Publications

*I am interested in developing a publication. What should I do?*

Contact your respective public affairs specialist or, if unavailable, a state office public affairs specialist to determine if a publication is the best way to communicate the intended message to your target audience.

*Am I required to consult the Office of External Affairs?*

Yes. All publications must receive approval from the chief of External Affairs. This ensures that all publications advance the BLM's mission and director's priorities. The mechanism for obtaining this approval is through the publications approval form 1550-8.

*Am I authorized to procure printing/duplicating?*

No. The state office printing specialist must place all printing.

*Can I use my government charge card to pay for printing/duplicating from a vendor?*

No. Printing and/or duplicating are not an authorized use of a government credit card. There is no authorization for copying either, except in a few extenuating circumstances. For more information on copying procedures, see WO IM 2005-079.

*Can I contact the state office printing specialist, Kathy Ives, directly?*

Yes. This IM does not change your ability to continue consulting with Kathy for your printing or reproduction needs. Kathy will ensure items requiring team review are handled appropriately.

*What will happen if I do not obtain approval from External Affairs?*

The Montana/Dakotas could lose its delegated authority to approve publications. Additionally, the department could pull funding for printing from a program budget.

*After the concept is approved, then what?*

The next step is to begin development of the publication. Consult the state printing specialist for more information. The publications team will review publications with state or local interest. If a publication is national in scope, External Affairs will coordinate with the Washington Office Public Affairs staff.

*How do I determine how much time and money to budget for a publication?*

The printing specialist will coordinate with the Government Printing Office to determine costs and time estimates.

*Do I need to work with the Office of External Affairs on publications with BLM partners?*

Yes. Any product that carries the BLM name/logo (which implies endorsement) or incurs the expenditure of BLM funds or work-months (time) must receive External Affairs approval for state-specific products or WO Public Affairs approval for national products.

*Can I create and use my own logo?*

No. Logos must be approved by the Department of the Interior. Requests to DOI for a logo must be coordinated through External Affairs and WO-BLM Public Affairs. Until approval is received from DOI, there is no authorization allowing for use of appropriated funds to reproduce unrecognized logos in any manner.

*Is there a standard format for BLM brochures?*

Yes. The BLM director has endorsed a common look for the agency's printed products. A publications standards manual describes the appropriate use and placement of logos, and design elements to use. Check with the state office printing specialist for specifics and assistance.

*Who pays for producing the publication?*

External Affairs may have some funding available to offset printing costs for small print jobs, but the office or subactivity requesting the publication should be prepared to cover costs for requested publications.

*Do I need to get approval from External Affairs to purchase non-monetary recognition items such as a mug or other items?*

Gaining approval to purchase non-monetary recognition items is something to discuss with your supervisor or manager. External Affairs is primarily concerned with ensuring that these items contain an appropriate message promoting the BLM as an agency or our mission (a printing requirement). Exceptions: If the message is a BLM-nationally endorsed message on fire or safety, it most likely will not require approval from External Affairs. Additionally some items do not need any clearance from External Affairs. One example would be the purchase of gift cards on your government credit card. These purchases follow existing credit card regulations and agency requirements.

*What if I have other questions that have not been addressed here?*

For more information visit: [web.blm.gov/internal/wo-600/610/publications/qa.htm](http://web.blm.gov/internal/wo-600/610/publications/qa.htm).

You may also contact the printing specialist, Kathy Ives, at (406) 896-5380.