

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 Communications?

Yes. All publications must receive approval from the chief of the Office of Communications (MT-912). 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 orders.

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 state office printing specialist Ann Boucher directly?

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

What will happen if I do not obtain approval using the form 1550-8?

The Montana/Dakotas could lose its delegated authority to approve publications, and you could potentially be personally liable for the printing costs. 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 Management Committee will review publications with state or local interest. If a publication is national in scope, the Office of Communications will coordinate with the Washington Office Public Affairs division chief.

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 Communications 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 Office of Communications 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 the Office of Communications 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. See WO IM No. 2012-033 for additional information (<http://web.blm.gov/internal/wo-500/directives/dir-12/im2012-033.html>).

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, or review BLM design standards at http://web.blm.gov/internal/wo-600/610/design_standards/index.html.

Who pays for producing the publication?

The office or subactivity requesting the publication should be prepared to cover costs for requested publications.

Do I need to get approval from the Office of Communications 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 Human Resources, or your manager. The Office of Communications is primarily concerned with ensuring that these items contain an appropriate message promoting the BLM and/or our mission (a printing requirement). Exception: If the message is a BLM nationally endorsed message on fire or safety, it most likely will not require approval from the Office of Communications. Please don't hesitate to contact us if you have questions.

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

For more information, visit the "[Get Started](#)" link at the BLM's design standards web site.

You may also contact the printing specialist, Ann Boucher, at (406) 896-5255.