

EPA **How To Publish A Document In OPPT**

- **How to plan**
- **Where to find help**



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Plan Your Efforts

Keep your objectives in mind as you plan your document. Different audiences and communication goals require distinct approaches, so *knowing who will be reading the document and how they will use it* will help you decide

- what topics to cover and in what detail,
- how to design the document,
- how many copies of the document will be needed, and
- how to distribute the document.

■ Notes

- Before you begin, check around to see if there is an existing document that can meet your objectives. Unfortunately, there is no easy way to do this. Suggested sources are: Hattie Sykes, Information Management Division, telephone number, 260-0556; Miles Allen, Editorial Services Division, Office of Communications, Education, and Public Affairs, telephone number, 260-6642; and the TSCA Assistance Information Service (TSCA hotline), telephone number, 554-1404.
- The Office of Communications, Education, and Public Affairs has developed a new process to review the planning and distribution of materials to the public. A handbook about the process—*Developing Products for the Public: A Handbook for EPA Communicators*, product number 176-B-91-001— is available from the Public Information Center (PIC), telephone number, 260-2080. For additional information, contact Miles Allen, Editorial Services Division, Office of Communications, Education, and Public Affairs, telephone number, 260-6642.

Design Your Document

It is wise to make arrangements for designing your publication at the earliest planning stages. There are a number of options available. Whichever you choose, EPA graphics standards must be followed. Consider using a desktop system so changes can be made easily and inexpensively if you plan to update your publication in the future.

- The Editorial Services Division in the Office of Communications, Education, and Public Affairs provides desktop design services. This is also your resource for questions about EPA graphics standards, whether you are designing the document yourself or using a contractor. **Contact: Jim Ingram, Editorial Services Division, telephone number, 260-6646.**
- The Printing Services Section in the Office of Administration and Resources Management provides limited desktop design services. **Contact: Randy Bacon, Printing Services Section, telephone number, 260-2128.**
- The Photocopy and Mail Management Section in the Office of Administration and Resources Management can familiarize you with U.S. Postal Service regulations for self-mailers. Designs for self-mailers should be approved by this section to avoid problems later. **Contact: Sylvia Dodge, Photocopy and Mail Management Section, telephone number, 260-2096.**

Think about Whether Your Document Will Be Distributed through the Mail

Getting documents into the mail is time consuming and uses a lot of resources, so go ahead and arrange for it now to be sure you can get it done on schedule.

- The Photocopy and Mail Management Section may be able to handle the job, including stuffing envelopes and printing labels. Although these services are free, they are not always available due to limited resources. **Contact: Sylvia Dodge, Photocopy and Mail Management Section, telephone number, 260-2096.**
- Larger mailings can be handled by the company that prints the document. On your print requisition form, be sure to specify whether mailing and envelopes are needed. You'll need to provide pressure-sensitive or cheshire labels when you turn the document over to the EPA print shop. **Contact: Randy Bacon, Printing Services Section, telephone number, 260-2128.**
- EPA Publications and Information Center (EPIC) is a relatively new service that is gearing up to become the agency's central point for storing, handling, and disseminating outreach materials. When you use EPIC for bulk or third-class mailings, there is no charge for postage. EPIC will charge your program office a processing fee, however, and you will also have to supply mailing labels. **Contact: Earl Eastwood or Deborah McNeally, Office of Administration and Resource Management, U.S. EPA, 26 W. Martin Luther King Drive, Cincinnati, Ohio, telephone number, (FTS) 684-7980.**

- The TSCA Assistance Information Service (TSCA hotline) assists OPPT with mailings and distributions that have over 100 addressees. With adequate notice, the TSCA hotline can print labels, stuff envelopes, and mail or arrange special deliveries of the document. **Contact: Wanda Woodburn, Environmental Assistance Division, telephone number, 260-3795.**

■ Some other questions to consider:

- If the document will be mailed, you may want to use a self-mailer format. Self-mailers save the time needed to stuff and seal envelopes, and they cost less to mail, too.
- If the document is not a self-mailer, envelopes will be needed. Will the document fit in a standard-size envelope? Will special envelopes need to be ordered? **Contact: Randy Bacon, Printing Services Section, telephone number, 260-2128.**
- Does your distribution deadline allow enough time for delivery via regular first-class mail? If not, does the importance of the project justify the use of overnight services?
- Do you have intramural funds to pay for postage or overnight deliveries? Offices are charged for first-class postage for mailings of 200 or more pieces or when envelopes are oversized (oversized envelopes cost more to mail). Fees for overnight services start at \$3.75 per piece. **Contact: Sylvia Dodge, Photocopy and Mail Management Section, telephone number, 260-2096.**
- What mailing list will you use? Do names and addresses need to be updated? Is the mailing list on a diskette that will print out names and addresses in label format? If you are able to zip-code sort the mailing list, you may be able to save some mail costs.

Arrange for Proofreading, Copyediting, or Writing Help

It is important to correct any problems with your document before you go to print. To ensure its accuracy, you may want to submit your various drafts to people within and outside of EPA for comments. Once you are satisfied that the document is accurate, it should be edited for clarity, grammar, and punctuation. Even after these corrections are made and the document is typeset or laid out on a desktop system, the page proofs should be closely proofread by several people. Someone in your office may be able to provide this expertise or you can arrange copyediting and proofreading elsewhere.

- The Editorial Services Division in the Office of Communications, Education, and Public Affairs provides extensive editing services. **Contact: Miles Allen, Editorial Services Division, telephone number, 260-6642.**
- AScl Corporation will copyedit and proofread technical and nontechnical documents for a fee. **Contact: Denise Cobb or Margo Gilmore, AScl Corporation, NE-B001, telephone number, 260-1594.**
- If you need a writer to develop public outreach materials or you have materials that need significant editing, OPPT's Environmental Assistance Division may be able to help. **Contact: Jane Gurlin, telephone number, 260-4032 or Esther Tepper, telephone number, 260-4075.**

Inquire about Printing

Depending on the length of the document and how it will be bound, the Printing Services Section may be able to print a certain number of copies free. If the job needs to go outside for printing, ask for a print estimate.

The Printing Services Section can provide you with a ballpark estimate of what it will cost to print the document. Let the Printing Services Section know if the document will require mailing and where it will be delivered or shipped. This will figure into the estimate. A caveat: The Government Printing Office, which handles contracting for all outside printing jobs, does not solicit bids for the job until the paperwork and document are in hand. So, the estimate you receive may differ from the actual cost.

Reminder: Time and money are inextricably interwoven when it comes to print costs. A two-week turnaround will cost you more than a three-week turnaround. Delays on your end will probably cost you more money. And every single change to typeset pages will generate an additional charge. **Contact: Randy Bacon, Printing Services Section, telephone number, 260-2128.**

■ Complete the form required for printing

The form you'll need is EPA form 2340-1, which is available from the print shop. If funds are needed for outside procurement, you'll need to obtain signatures from your division director, the appropriate commitment clerk in the Office of Program Management and Evaluation, and Alice Greene (representing the OPPTS assistant administrator, telephone number, 260-2906; room E639A).

Obtain a Publication Number

Every piece of material distributed by EPA should have a publication number, which is used for tracking, stocking, and reordering materials. (See the top right-hand corner of this document's cover for an example.) OPPT's Information Management Division supplies these numbers for OPPT documents. (The Office of Communications, Education, and Public Affairs also supplies numbers, but it is recommended that all OPPT publications carry an OPPT number.) **Contact: Hattie Sykes, Information Management Division, telephone number, 260-0556.**

Make Arrangements for the Document to Be Available to the Public

■ The TSCA Assistance Information Service (TSCA hotline)

Any member of the public can call, write, or fax the TSCA hotline to request a copy of an OPPT publication. To find out if it's possible to make your document available through the hotline, **contact Wanda Woodburn, Environmental Assistance Division, telephone number, 260-3795.**

■ The Public Information Center (PIC)

Whatever channels you use to make your document available to the public, be sure to also supply PIC with copies. PIC is a well-established resource among the public for obtaining EPA information. It is listed as a source for EPA publications in the phone book's Blue Pages of Government Listings and in public resource books. PIC responds to written and phone inquiries for information. Up to 10 copies of the publication will be mailed per request. **Contact: Kevin Rosseel or Allison Cook, Public Information Center, telephone number, 260-7751.**

■ The EPA Publications and Information Center (EPIC)

EPIC's long-term goal is to disseminate all EPA technical and public outreach material. It currently houses more than 8.6 million copies of 7,000 titles, and 32,000 titles are referenced in its automated inventory system. Efforts will be made to publicize EPIC in the future. **Contact: Earl Eastwood or Deborah McNeally, Office of Administration and Resource Management, U.S. EPA, 26 W. Martin Luther King Drive, Cincinnati, Ohio, fax number, (513) 569-7186, telephone number, (FTS) 684-7980.**

■ The National Technical Information Service (NTIS)

You can make the document available for sale through NTIS. NTIS makes a microfiche of the document, which it blows up and photocopies for each request. The advantage to this system is that the document is stocked more or less forever. The disadvantages are that the fee is generally higher than that charged by the Government Printing Office (see page 9) and that what is distributed will be of poorer physical quality than your original printed material.

To submit the document to NTIS, fill out NTIS optional form 272 and a document clearance request on EPA form 1300-14. When the forms are submitted, you will also have to supply 12 copies of the document to NTIS. To obtain or to submit the necessary forms, **contact Hattle Sykes, Information Management Division, telephone number, 260-0556**

■ The Government Printing Office (GPO)

It is up to GPO to decide whether to stock a document in its bookstores. But it is up to you to let GPO know that your document exists. To do so, fill out GPO form 3868, which is available from EPA's Printing Services Section. GPO has bookstores in every city in which there is an EPA regional office, and it also has a toll-free phone number for ordering.

GPO will use the description you provide on form 3868 to evaluate whether a market exists for the document. If the answer is yes, GPO will order additional copies at its own expense and publicize the document. If demand for a document justifies reprinting the document, GPO will pay for it, too. What's nice about this arrangement is that (1) people receive an actual printed copy of the document rather than a photocopy and (2) GPO generally charges less for documents than NTIS does. If, at some point, GPO decides not to stock the document any longer, you can still make the document available through NTIS. **Contact: Randy Bacon, Printing Services Section, telephone number, 260-2128.**

■ The U.S. Government Depository Library System

If you decide against stocking the document through NTIS or GPO, the public can obtain a copy through the U.S. Government Depository Library System. You don't have to do a thing; the EPA print shop automatically sends two copies of every document it handles to the U.S. Government Depository Library System. There are 50 regional depository libraries and 1,399 smaller depository libraries throughout the United States. People can request a copy of your document from any of these libraries. Any local library should be able to help an interested citizen find the closest depository library. In addition, two resource books list depository libraries: the *American Library Directory* and the *Directory of U.S. Government Depository Libraries*.

■ The U.S. Consumer Information Center (CIC)

CIC actively promotes and distributes consumer information published by the federal government. The public receives the materials at no cost or for a small fee. The cost of distributing booklets through CIC varies. **Contact: Paula Moss, CIC Liaison to EPA, (FTS) 241-1794; or Charlie Osolin or Miles Allen, Editorial Services Division, phone 260-4359.**

■ The Office of Communications, Education, and Public Affairs

Your publication may be suitable for distribution through other federal agencies, non-profit organizations, or trade associations. The Office of Communications, Education, and Public Affairs will be able to help you find appropriate channels for distribution. **Contact: Miles Allen, Editorial Services Division, telephone number, 260-6642.**

Pat yourself on the back for a job well done.
