

Directive 162.1  
3/8/85

PUBLICATIONS CONTROL PROGRAM

I.  
PURPOSE

This Directive:

A. Prescribes the publications control program for the Agricultural Marketing Service (AMS).

B. Sets forth responsibilities and procedures for carrying out the program.

(For information on how to prepare and clear material to be published by the U.S. Department of Agriculture (USDA), see AKS Directive 161-1., Submitting Manuscripts for Publication.)

II.  
REPLACEMENT  
HIGHLIGHTS

This Directive replaces AMS/FGIS Instruction 162-1, Publications Control Program, dated 5-20-81.

III.  
GENERAL

A. Efforts have been made to reduce expenditures on government publications and strengthen the Publications Control Program. Responsibility has been assigned to each Agency Head and to the Assistant Secretary for Governmental and Public Affairs. Under the Assistant Secretary, a Directive was issued to establish a Publications Committee in accordance with USDA regulations. The Agency Head, in cooperation with the Director, Information (INF) Staff, shall select key information, program, and administrative personnel for the Publications Committee.

IV.  
OBJECTIVE

The objective of the Publications Control Program is to provide for a review of publications to control costs. To accomplish this:

A. The need for a publication must be considered as thoroughly as circumstances permit before its preparation.

B. All manuscripts must be reviewed before reproduction to assure:

1. That USDA publishes only what is needed.

2. That all publications meet exacting standards of effectiveness and economy.

V.  
APPLICABI-  
LITY

A. Types of Publications.

1. Applies to all publications, both popular and technical, whether for distribution inside or outside the USDA. This includes new publications, reprints,

revisions, and newsletters.

2. Does not apply to:

- a. Market news reports.
- b. Regulations.
- c. Instructional, procedural, or financial issuances.
- d. Press, radio, and television releases that are reviewed for need through other channels.
- e. Speeches (except those issued as publications).

B. Where Publications are Produced. The Publications Control Program applies to publications produced in field offices as well as those produced in Washington, DC. Division and Staff Directors shall determine which of their field offices are affected.

VI.  
PUBLICATIONS  
CONTROL  
OFFICER

The Administrator is the Publications Control Officer.

VII.  
DELEGATION  
OF  
AUTHORITY

Authority to certify to the necessity and economy of each manuscript proposed for publication or internal use has been redelegated as follows:

- A. To Director, INF Staff, for publications primarily intended for general public information.
- B. To Information Management Branch, Animal and Plant Health Inspection Service (APHIS), for publications primarily intended for use by AMS personnel and cooperators.
- C. To Publications Committee serving in advisory capacity to the Administrator and to the Director, INF Staff, and the Information Management Branch, ASD, APHIS, for all publications.

VIII.  
GUIDELINES

The following guidelines shall be used to determine the need, effectiveness, and economy of each publication:

- A. Determine Need. Each publication must meet the following criteria:

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- 1. Provide information needed by the

public or segments of the public.

2. Inform people, groups, organizations and firms of AMS actions, regulations, programs and research affecting them.

3. Required by law.

4. Will not duplicate or compete with known or existing publications.

B. Achieve Effectiveness. Essential publications are planned and prepared to meet exacting standards of brevity, quality and production economy, in accordance with the Office of Governmental and Public Affairs (OGPA) printing and composition procedures.

C. Achieve Economy. Economic methods that may be considered by employees when preparing publications are as follows:

1. Reduce length.

2. Eliminate appendices and data not absolutely needed.

3. Limit length of introductions and summaries.

4. Plan for economical reproduction.

5. Eliminate needless blank pages.

6. Use self-covers where possible.

7. Use paper covers unless there is a special need for cloth covers.

8. Avoid use of extra colors of ink except to serve an essential functional purpose.

9. Use illustrations only for function, clarity, brevity, and legibility.

10. Limit distribution of free copies.

11. Plan distribution and size of an edition to avoid excess storage, possible waste of copies and/or expensive reprints.

IX.  
CERTIFICATION  
REQUIRED

Each publication shall be certified to its necessity and economy based on the guidelines in Section VIII. This applies to the proposal and the manuscript for each publication.

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A. When a publication is proposed and before the manuscript is prepared.

1. The originating office shall submit a proposed Publication Profile (see Attachment) to the Agency Publications Committee.

2. The Agency Publications Committee shall assure that the proposal meets the guidelines given in Section VIII and certifies to this on the proposed Publications Profile. The Publications Profile is returned to the originating office.

B. Before the manuscript is forwarded for reproduction:

1. The originating office shall assure that the manuscript meets the guidelines given in Section VIII and certifies to this under "Certification of Necessity" on Form AMS-85, Request for Clearance of Manuscript for Publication. The manuscript and Form AMS-85 are submitted to the Agency Publications Committee.

2. The Agency Publications Committee shall review the manuscript as thoroughly as circumstances allow and shall note its concurrence with the certification on Form AMS-85 under "Remarks." The manuscript and Form AMS-85 are then returned to the originating office.

XI.  
SALE AND  
DISTRIBUTION

A. Sale of Publications. The Superintendent of Documents, Government Printing Office (GPO) and the National Technical Information Service are two sales outlets that are used for Government publications. The AMS Publications Committee shall make every effort to encourage sale of AMS publications to help defray overall costs of publishing and distribution. The Committee, with the approval of the Administrator and Assistant Secretary for Marketing and Inspection Services, may recommend which publications shall be sold through the USDA Visitors Information Center, and which shall be distributed free.

B. AMS Publications Permitted to be Given Free Distribution. Among publications that AMS may continue to distribute free are those that:

1. Explain programs and work of AMS.
2. Explain how a program is operated or

how an individual or organization can use a service provided by AMS.

3. Explain what an individual or organization must do to comply with laws, regulations, or AMS programs.
4. Are used in special recruitment efforts.

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5. Are required by a specific act of Congress or by the Secretary of Agriculture.

C. Restrictions On Quantity Distributed.  
AMS may distribute no more than 500 copies of a periodical or publication unless an exemption is obtained. Any exception to this maximum shall be requested by sending a memorandum to the Director, INF Staff. The INF Staff then must seek concurrence from the Assistant Secretary for Marketing and Inspection Services and from OGPA.

T. Reeves  
Deputy Administrator, Management

Attachment

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Attachment 1  
AMS Directive 162.1  
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#### PUBLICATION PROFILE

Title of publication:

Proposed series:

This publication is: \_\_\_\_\_ New \_\_\_\_\_ Revision \_\_\_\_\_ Reprint

Purpose:

Audience: (Primary)

(Secondary)

How do you recommend it be distributed to the audience(s)?

Is this publication one of several on the same subject or program?

Will this publication be written by: \_\_\_\_ Program \_\_\_\_ Information Division

When will background material or manuscript be submitted to Information Division?

Needed by a particular date?

Please Provide as much of the following information as possible:

Approximate number of pages (finished publication):

Size:

Approximate number of copies:

Number of colors: 1 color 2 colors 4 colors

Photos or line drawings, including charts or graphs?

Program contact (name, telephone, room):

Distribution: G07

Originating Office: Public Affairs Staff

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