

Cataloging, Printing, and Distribution

INTRODUCTION

The guidelines in this text describe how to prepare a camera-ready copy of a Cultural Landscape Report (CLR) for printing and how to catalog and distribute the report.

There is considerable variety in the layout, style, and graphic conventions used in producing the camera-ready document (the final document ready to be printed). However, the steps leading to publication are standardized across the National Park Service (NPS).

A strongly recommended first step is to have the document edited. Especially when a CLR involves more than one author, an editor can improve the document by making the writing style consistent from section to section. Following editing, the document can be desktop published, which involves designing the page layout, integrating the text and graphics, and formatting the document. Both the editorial and formatting conventions should be based on the most recent edition of the *Chicago Manual of Style*.

Desktop publishing is accomplished using a computer software application. Many contractors (editors and desktop publishers) and printers offer desktop publishing services. They can integrate the text and some, if not all, of the graphics into electronic files. (Some graphics may have to be manually pasted into the camera-ready printout.) When the CLR is camera-ready, the finished typographic format of the document is defined in the project agreement or through subsequent negotiation. If a CLR is to have the same format as an existing document (if it is part of a series of documents, for example), a sample may be provided for the preparer.

Each NPS Region or Support office has a printing coordinator who serves as a liaison between the NPS and the United States Government Printing Office (GPO). The GPO has branches throughout the United States and each Region may have access to more than one GPO within the larger cities of the Region. According to a 1994 memorandum, all NPS printing contracts must currently be tendered through the GPO. In some NPS Regions, the GPO negotiates limited term contracts with local printing contractors for miscellaneous printing services, which may result in lower printing costs. The Form 2511 is used for miscellaneous printing term contracts. Check with a printing coordinator for more information on how to arrange a printing term contract. (See *A Guide to Cultural Landscape Reports: Appendices*, "Appendix L: Government Printing Office Forms.")

The procedure for printing and distributing a document through the GPO requires preparation of several forms, some of which are filled out by the contracting agency (NPS) and some by the printing coordinator. The printing coordinator communicates with and forwards the completed forms to the GPO. The printing coordinator may also send the camera-ready copy and mock-ups to the GPO.

THE CAMERA-READY COPY

The camera-ready copy is the completed, edited, and formatted document that is ready to be delivered to the printer. The camera-ready copy may or may not contain all of the graphics. Graphics that are not computer-generated (such as photographs) may need to be processed as halftones by the printer and pasted into the camera-ready printout.

In the camera-ready copy, space must be set aside for each graphic. To indicate the location of images, boxes may be drawn with a nonphoto blue pencil or a black hairline. Inside the space designated for graphics, the figure number and caption, any required percent enlargement or reduction, and location should be noted. Instructions to the printer should include the location and size of graphic images in the document.

The camera-ready printout has single-sided pages with a blank separation page inserted wherever the subsequent page has a blank second side. In all cases, no additional changes to the text are anticipated and the document has a title and cataloging information assigned to it, which includes a Library of Congress catalog card number.

GRAPHIC IMAGES

Copies of black and white line art, which have been sized to fit the allocated space in the document, may be directly pasted into the camera-ready printout. Alternatively, black and white line art may be digitally scanned in and positioned within the document. Other types of graphics, such as color line art, grayscale images (with color or shaded areas), and photographs are usually photographed as a halftone by the printer and presented separately from the camera-ready document. Each graphic to be half-toned is notated with the figure number and page on which it will be located. If an enlargement or reduction of the original photograph is required to fit the allocated space, the percent reduction or enlargement should also appear on the note.

It is useful to compile a figure specification sheet, which lists each figure, whether it is to be pasted in or incorporated, and any instructions, such as the percent reduction or enlargement, or extent of cropping. The printer photographs each graphic to be incorporated as a halftone and may manipulate light and darkness to some extent. Contractors with scanning capabilities may directly incorporate scanned, halftone images of the desired size into the camera-ready document, eliminating the need for drawing boxes and leaving spaces in the body of the document.

The GPO requires copyright permission for any copyrighted materials (photographs, maps, charts, and drawings) that are to be reproduced in the CLR. The GPO may also require reprint permission for materials from private sources that are to be reproduced.

MOCK-UPS

A document mock-up indicates how folded inserts, illustrations, pocket inserts or other special details should be handled. A mock-up is created by photocopying a camera-ready copy, and then pasting in photocopied images at the correct size and placement. Any cropping of graphic originals can be indicated in the mock-up. The mockup serves as a template to guide the printer. It should be submitted at the time of printing along with the original camera-ready document and all the artwork.

CATALOGING USING THE LIBRARY OF CONGRESS PROCEDURE

A CLR can be cataloged with the Library of Congress' Cataloging in Publication (CIP) or the Preassigned Card Number (PCN) programs. The two programs are mutually exclusive. Each has its own requirements and a publication can be cataloged using only one program. Both CIP and PCN are concerned only with books, and for the purposes of cataloging with the Library of Congress, a CLR is considered to be a book.

CIP is the preferred program for CLRs because it provides more cataloging information about the document. To apply for CIP, the CLR text must be complete (if not camera-ready). Allow six weeks for obtaining CIP information prior to the anticipated printing date. When received, the CIP information can be typed in directly or pasted onto the back side of the front cover or title page (the copyright page) before printing.

Once a catalog card number has been assigned by the Library of Congress, the title of a CLR cannot be changed. Participation in either CIP or PCN requires the anticipated publishing date and number of pages. Cataloging is an opportunity to organize and name the publication according to a series to emphasize a relationship to existing documents. For example, a series might include "Cultural Landscape Publication No. 1, 2, or 3" in the title or subtitle, or indicate "Volume 1, 2, or 3," etc.

The advantage of CIP is that more information is included on the copyright page of the book. Although the PCN program provides only a catalog card number, it should be considered in

CATALOGING PROGRAMS

The Library of Congress Cataloging in Publication Division offers two cataloging programs: the Cataloging in Publication (CIP) program and the Preassigned Card Number (PCN) program. At a minimum, a CLR needs to be cataloged using the PCN program, but CIP provides additional cataloging information that make it the preferred program to use.

While both programs assign a Library of Congress catalog card number to a CLR, CIP provides a description of a CLR's contents. The description is an additional aid to researchers, enhancing access and retrieval of the document. The Library of Congress catalog card number is a bibliographic control number that facilitates retrieval of the CLR from any library.

Cataloging in Publication (CIP) Program

The CIP program provides a CLR with a Library of Congress catalog card number, a description of contents, and other publication data to be printed in the book on the copyright page. CIP requires an application form (referred to as the data sheet) and a copy of the complete galley (preferably camera-ready copy or quality draft).

CIP requires ten working days once the application is received by the Library of Congress. The criteria for eligibility to receive CIP data include the likelihood that the publication will be widely acquired by the nation's libraries. CIP also requires that a complimentary "best copy" (most durable copy) of the document is sent to the Library of Congress after publishing.

To apply for CIP, call the CIP data liaison for the NPS at the Library of Congress 202-707-1630, or write to:

The Library of Congress • Cataloging and Publication Division • Washington, DC 20540-4320

Preassigned Card Number (PCN) Program

The PCN program provides a Library of Congress catalog card number to be printed in the copyright page of the CLR. PCN requires an application form and a copy of the document's title page, and it requires five working days once the application is received by the Library of Congress.

The criteria for selection by the Library of Congress to receive a PCN include the likelihood that the publication will be selected by the Library of Congress for its collections. PCN requires that a complimentary "best copy" is sent to the Library of Congress after publishing.

To apply for a PCN, call the PCN liaison for the NPS at the Library of Congress 202-707-9791, or write to:

The Library of Congress • Cataloging in Publication Division • Washington, DC 20540-4320

a situation where it is not possible to send a completed draft of the document to the Library of Congress to qualify for CIP. (See *A Guide to Cultural Landscape Reports: Appendices*, "Appendix L: Government Printing Office Forms.")

COPYRIGHT INFORMATION

Although the GPO is responsible for printing and distributing CLRs, the NPS is considered to be the publisher of these documents. Because government funds are used to prepare, print, and distribute a CLR, its contents are public domain. Therefore, a CLR should not be registered for copyright. The following statement should appear on the copyright page, under the heading *Publication Credits*:

Information in this publication may be copied and used, with the condition that full credit is given to the authors, their companies, and the National Park Service. Appropriate citations and bibliographic credits should be made for each use.

GPO PROCEDURE FOR PRINTING AND DISTRIBUTION

Form 3868

Thirty days before sending in the printing requisition to the GPO (Forms SF-1 and DI-1), the "Notification of Intent to Publish Form 3868" must be completed. Form 3868 may be completed and forwarded by the printing coordinator. This form is necessary for the GPO to include the published document in its sales and depository library

programs. If a CLR is intended for sale, Form 3868 requires a description of the target audience. The GPO may issue the CLR with an International Standard Book Number (ISBN) for sales of the publication. If indicated on Form 3868, the GPO will distribute copies of the publication to federal depository libraries throughout the United States including the Library of Congress, at no expense to the NPS. (See *A Guide to Cultural Landscape Reports: Appendices*, “Appendix L: Government Printing Office Forms.”)

Cost Estimate

To obtain an accurate cost estimate from the GPO, printing specifications must be known. Each specification will add to the printing cost, and the more detailed the specifications provided, the more accurate the GPO estimate will be. A printing coordinator or GPO representative can help determine the full range of printing specifications for an estimate. The following are typical specifications required by a printing coordinator to obtain an estimate:

- Number of copies. The number of copies required for minimum distribution is 35. Beyond the minimum number of copies, the number of any additional copies printed is influenced by the following factors:
 - distribution objectives
 - demand for the document
 - cost of additional copies
 - potential use of the information in the document (a CLR that addresses planning issues may have a broad appeal)
- Paper stock and ink. A local printer may be a good reference source for reviewing and choosing standard materials. The printing coordinator may also have sample swatches of paper and an ink color chart.
- Composition. This is only important when the document is completely typeset by the printer. If the CLR will be camera-ready when given to the printer, specify that a camera-ready copy and mock-ups will be furnished.
- Press and bindery. A book-like document is usually printed “head-to-head” (forms can be printed “head-to-foot”). Indicate the overall document size (width x height), number of inserts, if any, and the type of binding. Adhesive bound (also called perfect binding) is commonly used for NPS documents. In this binding method the pages are glued to the spine. Comb binding and saddle stitching are alternatives for smaller documents. Different document formats work better with certain types of binding; for example, lightweight paper, rather than heavy cover stock, should be used as dividers between chapters in adhesive bound publications. Heavy stock tends to crack and fall out of adhesive bindings.
- Proofs and delivery. A date for receipt of proofs for review and delivery date of final product should be indicated. Also indicate whether these dates may be extended. Proofs are reviewed for errors in image placement, enlargement, or reduction. It is too late to review the text for errors at this stage. Proofs can be cropping proofs of illustrations, and blueline or gray dylux proofs of the entire document. Blueline proofs have

greater legibility, though gray dylux proofs are less expensive. A press proof may also be requested. (This is an exact copy (printed and bound) of the finished product. The press proof is the most expensive proof.) Indicate “suitable” for delivery packaging unless there is a specific requirement.

Form DI-1

The DI-1 Requisition Form obligates funds for printing a CLR. The DI-1 requires a requisition number, an appropriation number, and a description of the printing specifications. The DI-1 must be completed by the NPS and forwarded to the printing coordinator. The description of printing specifications must be the same as those provided for the estimate. A printing coordinator will use the information provided on the DI-1 to fill out the Standard Form or SF-1.

Form SF-1

Form SF-1, Printing and Binding Requisition to the Public Printer, is submitted along with the DI-1 to the GPO by the printing coordinator, after an estimate has been received. The same printing specifications as above are outlined on the SF-1, along with the following additional information:

- Any enclosures to be sent with the SF-1 are listed: typically the camera-ready copy, two mock-ups, original artwork, and reprint permission for materials from private and copyrighted sources.

- It should be indicated that all originals, master plates, film negatives, etc., must be returned to the NPS. The negatives may be used to reprint more copies of the document in the future, at lower cost.
- Printers to be included on the bid list may be indicated.

(See *A Guide to Cultural Landscape Reports: Appendices*, “Appendix L: Government Printing Office Forms.”)

MINIMUM DISTRIBUTION LIST

Copies of final CLR’s should be provided to the following offices and repositories (the list has been excerpted from the *Cultural Resources Management Guidelines*, Release No. 5. A CLR containing an archeological report must have a certification of its level of availability. Copies of a CLR are sent to those on the minimum distribution list by the NPS. GPO automatically has the printer send copies to the Library of Congress and to Depository Libraries if so indicated on the Form 3868.

**No. of
Copies Send to:**

- | | |
|---|---|
| 2 | <p>Associate Director, Cultural
Resource Stewardship and
Partnerships
National Park Service
P.O. Box 37127
Washington, DC 20013-7127</p> |
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2 **Associate Director, Natural
Resource, Stewardship and Science
National Park Service**
Natural Resources Library
Washington, DC 20240

1 **Associate Director,
Professional Services
National Park Service**
P.O. Box 25287
Denver, CO 80225-0287

2 **National Park Service
Harpers Ferry Center Library**
P.O. Box 50
Harpers Ferry, WV 25425-0050

1 **National Trust for Historic
Preservation
McKilden Library
University of Maryland**
College Park, Maryland 20742

1 **Smithsonian Institution Libraries
Gifts and Exchange**
Washington, DC 20560

1 ea **Cultural Landscape Program
Managers in all System Support
Offices (recommended)**

20-25 **Superintendent of Park**

1 **State Historic Preservation Officer**

1 **Support Office Archeology or Preser-
vation Center**

1 **Support Office Library**

1 ea **Coauthors or consultants**

FURTHER INFORMATION

The Chicago Manual of Style (University of Chicago Press, 14th edition, 1993) has helpful information on printing technology and copyright issues for publishers. *The Mac is not a Type-writer* by Robin Williams (Peach Pit Press, 1990) is a useful reference for basic information on preparing a camera-ready document, including desktop publishing.

National Park Service. *Editing Reference Manual*. This manual provides guidance for capitalization, preparing bibliographies and notes, and other information useful for preparing documents for public distribution. Copies of the manual are available from Denver Service Center, Technical Information Center.

The mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to tribes.



**U.S. Department of the Interior
National Park Service
Cultural Resources**
Park Historic Structures & Cultural Landscapes