

Sea Grant Publication Distribution Guidelines

(Based on the *Green Book*)

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Sea Grant Publications Guidelines

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Introduction

These revised guidelines were designed to introduce some changes to the Sea Grant publication distribution policies and to educate new communications/publications staff about distribution procedures.

Much of the following text is based on the National Sea Grant College Program's "Green Book." However, the National Sea Grant Library (formerly known as the National Sea Grant Depository) and the National Sea Grant Office made minor changes and updated some sections where appropriate. The publication classification and distribution section has been revised **to reduce the number of mandatory distributions** while including all document types including those made possible by current and future technologies, such as CD-ROMs and E-pubs. Please note that audiovisual and other non-print materials are part of the required distribution.

Green Book Guidelines

The end product of scientific and engineering research is information, and Sea Grant research results are not fully realized until they are available to users in the marine community. To further the use and development of marine and coastal resources, NOAA encourages wide dissemination of the results of Sea Grant research and other activities. A major part of that dissemination occurs in the form of publications and other communications products aimed at Sea Grant's various audiences. Therefore, the following guidelines apply:

General Publications Guidelines

- Widespread dissemination of information is implicit in all grants.
- The program administration is responsible for technical content as well as appropriate dissemination of information.
- Every effort should be made to present all information in the form and through the media most appropriate to the subject and to the audience.
- Timely publication in appropriate scientific, engineering, and other professional journals is encouraged.
- Publication in multiple outlets is desirable to the extent permitted by general practice within the particular field.
- Publication also should be sought in the trade and technical press, including local and regional specialized publications, whenever this might impart useful information to prospective users.

- News and feature releases in the mass media should be used as a means to inform constituents of developments and to satisfy the statutory requirements for keeping the general public informed.
- These guidelines also apply to audiovisual and non-print productions as well as to the printed word.

National Sea Grant Library (NSGL)

"If it isn't listed in the Library (Depository), it isn't a Sea Grant publication" is the rule of thumb by which the Sea Grant network operates. The National Sea Grant Library (NSGL), which operates under a Sea Grant to the University of Rhode Island and is housed at the Pell Marine Science Library, serves as both the archive for all Sea Grant publications and a lending library. **The NSGL is the only comprehensive collection of Sea Grant documents in the world.** In addition to maintaining the collection, the NSGL manages the bibliographic database and the website/server that make the database available to users all over the world.

Each Sea Grant program is required to send three copies* of every publication to the NSGL. One copy is archived; the others are available for loan. One transmittal form/abstract (for most types of publications) should accompany the copies of each new title. Programs are also highly encouraged to send a PDF or another electronic version of the original document, when available. Disks, CD-Roms, URLs or email attachments are all acceptable methods of submission. These will be used to create digital documents that can be downloaded from the NSGL website.

***Please note: When an electronic file is submitted, the hard copy distribution requirement is reduced to two.**

Project numbers, as well as any additional report numbers, are required on all publications submitted to the NSGL. Publications that are not connected directly to a research project (MAS bulletins, directories, etc.) should also be submitted. The project number should reflect the research, advisory or program management status of the publication.

Types of Documents

A bona fide Sea Grant publication meets the following criteria:

- (1) It is presented in the form and through the medium or media most appropriate to the subject and to the audience(s).
- (2) It is sponsored (entirely or in part) by a Sea Grant program.

(3) It is intended for public dissemination.

Publications are classified by the National Office and the NSGL in the following categories:

(1) **Technical Reports** are usually more detailed than journal articles and usually written by the investigators who did the work. Their potential usefulness varies with the subject, rigor of review, quality of writing and editing, and method of distribution.

(2) **Proceedings** are records of professional symposia, workshops, or conferences. Their quality is controlled by the choice of topics and speakers, and their usefulness depends upon promptness of publication, adequate distribution, and content.

(3) **Extension/Advisory Service Reports, Fact Sheets, Surveys, etc.** are designed for particular user groups, may be quite specialized, and are readable by non-scientists. They may be written and produced by the project investigator, extension specialists and/or communications staff. Included in this category are fact sheets, survey results and other reports that convey information on specific issues or topics to the public. These documents are frequently based on Sea Grant research but are not limited to this source.

(4) **Books and Monographs** vary from scholarly books on specific subjects to syntheses of entire resource or problem areas. They may be published by the Sea Grant programs, university presses, or commercial publishers and represent major investments of time and money. Their usefulness varies with subject, rigor of review, quality of editing and production, and method of distribution. Many grantees arrange for publication of books through their university presses which produce and market the works through special agreements.

(5) **Reprints** include journal articles, book chapters and proceedings papers based on Sea Grant research. Nearly all journal articles are subject to rigorous peer review and are usually written by the investigators for use by other scientists. Their quality is generally high and they represent an important contribution to the wise use and development of marine resources. However, their usefulness to laymen may be limited in this form; ideally they serve as an important source of information for some of the Extension Service Reports (3) described above. Chapters from books and individual papers from proceedings that are written by Sea Grant investigators and reprinted for distribution are included in this category as well.

(6) **Educational Materials** encompass a variety of materials including curricula, study guides, lesson plans, posters, laboratory guides, slides, movies and videotapes. These are generally designed for teachers and/or students and usually for designated grade levels.

(7) **Audio-Visual Presentations** include slide shows, films, videotapes, radio broadcasts and/or scripts, television documentaries and all other future formats. They are designed to

convey information about specific topics or issues to the public or to identify user audiences. They are generally produced with full or partial support from Sea Grant communications staff in cooperation with researchers and marine advisors. Production costs can be significant. Usefulness depends upon breadth of subject, quality of production, careful audience identification, and appropriate distribution.

(8) **Maps, Charts and Atlases** are representations, usually on a flat surface, of a hydrographic feature or area. They are occasionally produced by Sea Grant staff for boaters, researchers and others in order to provide specific information (such as the location of an artificial reef, etc.). Charts are often used to provide tidal current information and may serve as navigation aids.

(9) **Bibliographies/Directories** refer to reference documents that are usually comprised of lists of documents, specialists or organizations/companies (i.e. *Directory of Marinas*). Also included here are the program directories issued by individual programs to describe their work and projects. They are often arranged alphabetically and/or by subject category.

(10) **Handbooks/Manuals/Guides** represent concise reference documents on a particular subject, such as a guide on how to accomplish a particular task (i.e. *How to Mend Nets*) or as a tool for identification (i.e. *Guide to Marine Mammals*).

(11) **Computer Programs/Documentation** refer to computer programs (and associated documentation) written for scientific/educational purposes for a specific audience. CD-ROMs, DVDs and future software formats are included here.

(12) **Electronic Publications**, for purposes of this guide, refer to digital documents that are available only over the World Wide Web. This category also refers to web sites on particular topics that are produced and maintained by a Sea Grant program. Programs are required to send the NSGL an abstract (including its URL) of any document/web site that is only available electronically. These documents are expected to evolve as sites are updated and new information is gathered. If documents are moved to another location, it is imperative that the NSGL be made aware of the change.

(13) **Theses Titles and Abstracts** are issued regularly by Sea Grant Programs. Ph.D. dissertations may be available from the library of the institution at which the degree was earned or from commercial services such as University Microfilms International. Master's theses are generally on file at the department in which the student did the research or in the granting university's library.

The NSGL needs to receive only an abstract of each thesis/dissertation but will accommodate the entire work if copies are provided to NSGL.

(14) **Newsletters/Periodicals** serve to report on the activities of Sea Grant and related programs and present information on a wide array of marine resource topics of interest to lay audiences. Newsletters are usually produced by advisory service or communication

staffs. They vary in content and format. Because they are usually produced to disseminate information quickly, accuracy is dependent upon advisory and communications staff.

(15) Management Reports include publications, such as annual/biennial reports and strategic and implementation plans. Annual or biennial reports describe the activities pursued and the progress made toward long-term objectives of the Sea Grant program. Like an annual report of a corporation to its stockholders, a Sea Grant annual or biennial report describes the institution's objectives and achievements during the reporting period. Material might include: a list of publications produced during the period; number of students trained; summaries and highlights of education and extension service activities; reports of research progress; a general budget summary by activity; and contributions from external groups.

Also included in this category are program strategic and implementation plans. Strategic plans represent the collective concerns of the program's marine community (including governmental and non-governmental agencies and organizations, citizen groups and educational units) and intend to highlight priority issues/thematic areas that will be the focus of activity for the program for the next few years. Implementation plans provide details of the specific activities required to achieve the goals and objectives set forth in the strategic plan reports. These plans usually coincide with the program's grant period.

Transmittal Forms/Abstracts/Disks

One transmittal form (see Appendix A), with an abstract, should be submitted with each 3-copy set of every new title sent to the NSGL and the NSGO. Abstracts are designed to convey the results of Sea Grant research, education, and advisory/extension efforts in a concise and understandable manner. Sea Grant programs should prepare and send an abstract for each title in accordance with the distribution table. Abstracts will be used in the web searchable Sea Grant publication database and also *Sea Grant Abstracts*, which is issued quarterly. Please note, it is not necessary to include an abstract on the transmittal form if a reprint includes an abstract in its text or for those documents for which only an abstract is required (theses, e-pubs) for NSGL distribution.

The transmittal form provides the abstract as well as information on project numbers, additional report numbers, price and availability needed for the NSGL database and *Sea Grant Abstracts*. A program may substitute its own publication announcement if all the information on the transmittal form is available on the announcement.

There is a section on the transmittal form where a program can request that a particular item being sent to the NSGL not be digitized and made available over the web from the NSGL website. A program can also request that scanning be delayed. For instance, if a program would like to delay digitizing until they have sold or distributed most of their print copies, an estimated date can be given when this item can be scanned. The majority of items (with the exception of journal reprints and most periodicals) will be digitized unless noted in this section.

There is also a section on the form to indicate a document's electronic status. If an item is already available electronically, please include a disk, CD-Rom, or URL of the original file, PDF, HTML or other electronic version along with distribution copies to the NSGL (disks will be returned upon request). From the disk, the NSGL can provide a more original-looking digital document (which requires less server space than scanned images) from its website.

Please note: Because most journal reprints are not being digitized there is no need to send them on disk.

Costs of Information Transfer

Costs related to documentation, publication, normal page charges for professional publication, and special editorial treatment are appropriate expenditures under a Sea Grant. Funds for these purposes should be anticipated and included in proposal budgets. Funds for distribution should also be included and grantees should supplement the distribution required by Sea Grant to insure that the appropriate audience is reached.

Sea Grant regulations covering use of program development funds, travel, equipment purchase, etc. apply to communications as well. Prudent management dictates, for example, that individual communications products budgeted in excess of \$10,000 should be clearly identified in the proposal (if not submitted as separate projects) or officially be brought to the attention of the Program Monitor if the initiative is developed after the grant award.

Income from Publications

Income from sales of Sea Grant publications, (as well as other grant-generated income) is a reportable item on the quarterly financial report which university business offices are required to submit to NOAA. This is often overlooked. (See Circular A-110 in Part III.)

To avoid problems with Federal auditors, it is advisable to keep special track of projects that may be income-producing. Remember that publications are only to be sold when it is necessary to recover costs not provided by the grant.

Acknowledgements

All publications (including audiovisual and other non-print productions) resulting from any amount of Sea Grant funding should acknowledge sponsorship with the following statement in an appropriate position:

“This publication [video, film, etc.] was supported by the National Sea Grant College Program of the U.S. Department of Commerce’s National Oceanic and Atmospheric

Administration under NOAA Grant #_____. The views expressed herein do not necessarily reflect the views of any of those organizations.

Copyright

Unless otherwise provided in the terms and conditions of the grant (or contract), the author or the funding recipient may copyright any books, publications, or other copyrightable materials developed in the course of or under a Sea Grant, but NOAA reserves a royalty-free nonexclusive and irrevocable right to reproduce, publish, or otherwise use, and to authorize others to use, the work for Government purposes.

Mandatory and Optional Distribution

Objective:

To make Sea Grant publications widely available to all individuals and organizations.

Approach:

Publications are meant to inform people of the research, education, and extension activities resulting from public investment in the National Sea Grant College Program. A variety of audiences benefit from these publications: scientists gain knowledge of related work; educators add new findings to curricula; and extension staff pass relevant findings on to their constituencies. The process of doing research, too, identifies users of the information. Very often these are cooperators in the research activity.

Successful distribution assures that publications get to appropriate audiences and abstracting/indexing services to ensure visibility now and in the future. This is best achieved by a partnership involving an author, local program director, and communications staff.

Typically, publications become available for distribution after funding for a project has been completed. Each Sea Grant Program will need a mechanism for follow-up with investigators to assure publications are prepared and adequately distributed. Authors are in the best position to identify potential indexes, audiences, and colleagues who could benefit from a publication. For each publication, the link with appropriate extension efforts and educational uses should be assessed. Local program communicators help notify each of the potential audiences of the publication's availability.

The method used to make publications available--report of title, publishing an abstract, sale or priority distribution--depends on the type of publication and audiences identified by the local administrator/author/communicator dialogue.

Distribution:

The table of Required and Recommended Distribution (Table 1) identifies the National Sea Grant Library (NSGL); National Sea Grant Office (NSGO); NOAA Central Library (NCL); and National Technical Information Service (NTIS) as recipients in the publication distribution process. Distribution to the National Media Relations Project (NMRP) has been temporarily suspended and will resume once this program is reinstated. In addition to this required distribution, distribution to relevant audiences, educators, colleagues, and disciplinary abstracts is strongly encouraged.

The NSGL must receive three copies (or two hard copies plus an electronic copy) of every publication in every format (with the exception of grant proposals) as described in this document (NOTE: three copies of an abstract may be substituted for theses/dissertations and electronic documents only). One copy is placed in a permanent archive, and other copy(ies) are available for loan to any interested person or agency. If an electronic copy has been submitted than only one hard copy will be available for loan and the electronic copy may be accessed online access from the NSGL website. A transmittal form (with abstract) and where possible, an electronic version (disk, CD or URL) of the original document, should accompany the publications.

The NSGO requests either one (1) or two (2) copies of most publications (along with a transmittal form) depending on the classification of the document (refer to table). These copies should be sent to the attention of your program officer. The distribution of grant proposals should be coordinated with your program officer.

Please Note: Distribution to NMRP has been discontinued until further notice.

The NMRP provides members of the news media, researchers and educators with access to marine research and resources available through the National Sea Grant College Program. The NMRP requests one (1) copy of all extension documents, educational and A-V material, periodicals, bibliographies/directories, handbooks/manuals, management reports (annual, strategic planning, etc.) and an abstract of electronic documents.

NCL requires only one (1) copy of every category, except #5 (journal reprints, etc). A second copy is desirable but not required. Reprints will not be cataloged so distribution of these is optional.

Distribution to NTIS is now optional. When sending documents to NTIS, please send one (1) high quality, legible master copy of your technical publications that can be scanned and stored electronically. Or, instead of a hard copy, you may substitute text in electronic formats, nonprint (computer products, audiovisual) or electronic images. NTIS will accept up to 10 extra copies for their sales inventory. NOTE: This is optional; they only request one copy. NTIS Form 298 (Report Documentation Page) and Form 79 (Accession Notice Card) need to be completed and must accompany each NTIS submission. These forms are available from Frances Rasken (703) 605-6565 at NTIS.

Please note that distribution to Cambridge Scientific Abstracts (CSA) has been discontinued. CSA, which publishes *Aquatic Sciences and Fisheries Abstracts (ASFA)* and other related databases, is the principal abstracting service for aquatic and marine literature and indexes all NOAA and NOAA-sponsored publications. Distribution of Sea Grant publications to CSA has always been important because technical and scientific publications are included in *ASFA*. However, a system is now in place where the NSGL's monthly data files are fed directly into the *ASFA* database, thus eliminating the need for CSA to view the actual documents. This will assure comprehensive coverage of Sea Grant material in *ASFA*. In addition, CSA will notify users that copies may be borrowed from the NSGL and will provide links to full-text documents available through the NSGL web site.

This distribution only partially achieves the goal of broad distribution to audiences who can effectively use the publication. NTIS and *ASFA* abstracts and listings reach an important but specialized audience. Broad distribution to other audiences is achieved by effectively utilizing the Sea Grant communicators and, when appropriate, the Sea Grant Extension Service as dissemination mechanisms. The mandate to disseminate information developed through Sea Grant funding implies the need for full exchange of information with other Sea Grant institutions and with other NOAA entities.

Distribution Addresses

1. NSGL
Joyce Winn
National Sea Grant Library
URI-Bay Campus
Pell Marine Science library
Narragansett, RI 02882-1197
2. NSGO
[your program officer]
National Sea Grant Office/NOAA
1315 East-West Highway
SSMC-3, Eleventh Floor
Silver Spring, MD 20910
3. NMRP (**Distribution has been temporarily suspended**)
4. NCL
Steve Quillen
NOAA Central Library
1315 East/West Highway SSMC3
Room 2812
Silver Spring, MD 20910

5. NTIS
National Technical Information Service
5285 Port Royal Rd.
Springfield, VA 22161

(Please note that MEMS--Marine Educational Materials System--is now defunct.)

Sea Grant Publication Distribution Table (updated 5/07)

Please be sure that the numbers for all materials and products distributed reflect the efforts of your *entire* program, including your extension agents, communicators, education specialists, *and* researchers.

| Document type | Sea Grant Library (NSGL) * | National Office (NSGO) / NOAA Library (NCL) | NTIS ** |
|--|-----------------------------------|--|----------------|
| 1. Technical Reports | 3 | 2 | 1 optional |
| 2. Proceedings, Symposia | 3 | 2 | 1 optional |
| 3. Brochures, Fact Sheets | 3 | 2 | 1 optional |
| 4. Books & Monographs | 3 | 2 | 0 |
| 5. Peer-reviewed Journal Articles, Book Chapters | 3 | 2 | 0 |
| 6. Videos, CDs, DVDs, MP3s, Software and other non-print formats | 3 | 2 | 0 |
| 7. Maps, Charts, Atlases | 3 | 2 | 0 |
| 8. Handbooks, Manuals, Guides | 3 | 2 | 0 |
| 9. Electronic Publications *** | 2 | 2 | 0 |
| 10. Theses, Dissertations ***** | 3 | 2 | 0 |
| 11. Newsletters, Periodicals | 3 | 2 | 0 |
| 12. Program Reports (Annual/Biennial, Strategic and Implementation Plans) | 3 | 2 | 0 |
| 13. Bibliographies, Directories | 3 | 0 | 0 |
| 14. Miscellaneous Document Types , i.e. posters, radio scripts, conference papers/Power Points, workshop summaries, topical websites (abstract and URL), other educational materials not listed above | 3 | 0 | 0 |
| <i>Transmittal Forms (including abstract) for items 1-14</i> | 1 | 1 | 0 |
| <i>PDF, URL or disk of electronic version for items above (if available and approved by</i> | 1 | 0 | 0 |

| | | | |
|-------------------------|---|----------------|---|
| <i>program)</i> | | | |
| <i>Media Placements</i> | 0 | # of hits only | 0 |

Distribution

NSGL: National Sea Grant Library
 NSGO/NCL: National Sea Grant Office / NOAA Central Library
 NTIS: National Technical Information Service

Notes

* **NSGL distribution:** If accompanied by an electronic version of the document (or a URL to the document), only 2 hard copies are required.

** **NTIS:** this distribution is optional. For those documents you wish to include in NTIS, please send one electronic document or a high-quality, legible master copy (camera ready) that they can scan and store electronically

*** **Electronic Publications:** for documents that are not available in print format and are *only* available electronically, please submit 2 copies of an announcement or abstract, along with a PDF or URL of the electronic document

**** **Theses/Dissertations:** only the abstract for the thesis/dissertation is required; sending entire work is optional; however, sending a PDF or other electronic format of the entire work is highly recommended. If an electronic file is included, distribution is reduced to 2.

