



DEPARTMENT OF THE NAVY

UNITED STATES NAVAL ACADEMY

121 BLAKE ROAD

ANNAPOLIS, MARYLAND 21402-5000

USNAINST 5600.6D
4/AO
6 November 1997

USNA INSTRUCTION 5600.6D

From: Superintendent

Subj: NAVAL ACADEMY REPROGRAPHICS MANAGEMENT PROGRAM

Ref: (a) NAVPUBINST 5600.44D
(b) SECNAVINST 5603.2D
(c) SECNAVINST 7042.7H
(d) SECNAVINST 5602.6A
(e) USNAINST 5870.1
(f) Service Level Agreement between U.S. Naval Academy and Defense Automated Printing Service, Annapolis of 19 Mar 97 (NOTAL.)
(g) NAVPUBINST 5604.37
(h) USNAINST 1531.53

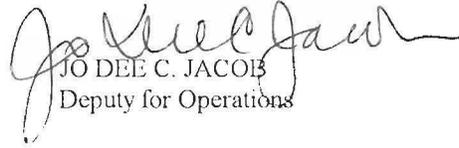
Encl: (1) Naval Academy Reprographics Management Program Manual

1. Purpose. To carry out the provisions of references (a) through (f) by providing guidance for the management of printing and duplicating, operation of Reprographics equipment, and publications policy at the Naval Academy.
2. Cancellation. USNA Instruction 5600.6C; USNANOTE 5600 of 10 Mar 97; Subj: Closing of Central Copy Center; USNAINST 4400.2; USNAINST 5219.1. This directive is a complete revision and should be reviewed in its entirety; no special markings appear in the margins because changes are extensive.
3. Background
 - a. Stringent controls, regulations, and policies are established by references (a) through (d) to make sure a program objective is maintained to maximize savings in manpower, equipment, and materials through the proper selection, use, and management of reprographic equipment.
 - b. The Reprographics Program includes the equipment and management and operation of printing and duplicating.
4. Action
 - a. This instruction includes:
 - (1) The administration of printing and duplicating through the Defense Automated Printing Service, Annapolis - enclosure (1), Chapter I.
 - (2) The administration of copying equipment - enclosure (1), Chapter II.

USNAINST 5600.6D
6 November 1997

(3) Publications policies and procedures - enclosure (1), Chapter III.

b. Guidelines regarding use and reproduction of copyrighted material are contained in reference (c).


JO DEE C. JACOBS
Deputy for Operations

Distribution:
AA

NAVAL ACADEMY REPROGRAPHICS MANAGEMENT PROGRAM MANUAL

Chapter I

Administration of Printing and Duplicating Services by Defense Automated Printing Service, Annapolis

Appendix A - DOD Printing Requisition/Order (DD282) Quick Reference Guide

Appendix B - Organization Card

Appendix C - Sample DOD Printing Requisition/Order (DD282) - Open Requisition

Appendix D - Sample Single Item Request for Printing/Duplicating for Open Requisition (DD283/1)

Chapter II

Administration of Copying Equipment

Appendix E - Copying Limit Notice

Appendix F - Copier Production Log

Appendix G - Cost Per Copy Request Form

Chapter III

Publications Policies and Procedures

CHAPTER I

ADMINISTRATION OF PRINTING AND DUPLICATING SERVICES
BY DEFENSE AUTOMATED PRINTING SERVICE, ANNAPOLIS

I-1 Introduction

Defense Automated Printing Service (DAPS), Annapolis is a branch office of Department of Defense Automated Printing Service, Washington (MD/DC Operations). DAPS Annapolis supports printing requirements of the Naval Academy and other area activities. The Director, DAPS Annapolis, as needed, will be included in command installation meetings as the document automation and printing advisor.

I-2 Policy

Eliminate all nonessential printing and duplicating. Plan all requirements properly, produce economically, and distribute per applicable regulations.

I-3 Definition of printing and duplicating

A. Printing - includes and applies to the processes of composition, plate making, presswork, binding, and finishing, micro publishing, electronic publishing, and the end-items produced by such processes and equipment.

B. Duplicating - Work produced using high-speed electrostatic equipment and the related processes (collating, stitching, drilling, etc.)

I-4 Responsibilities

A. Director, DAPS Annapolis

1. As needed, attends command installation meetings as the document automation and printing advisor. Responsible for review of all publications submitted for printing to make sure of conformity with regulations, standards, and policies.

2. Provides all types of printing services which includes all liaison with commercial sources.

3. Maintains liaison and provides technical direction and assistance to activities relative to the planning, preparation, and distribution of printed material.

4. Serves as technical advisor for security of classified material being printed.

5. Reviews all initial action relative to consolidation, coordination, acquisition, and disposition of printing and duplicating equipment.

6. Ensures that all provisions of reference (f) pertaining to responsibilities of the Director, DAPS are met.

B. Administrative Officer, Naval Academy

1. Coordinates requests for printing/duplicating services.

2. Screens Department of Defense (DOD) Printing Requisition/Order (DD Form 282) for necessity, quantities required, adherence to standards of economical printing practices, and compliance with regulations pertaining to printing and duplicating.

3. Ascertains that all required data are recorded in the printing requisition.
4. Validates the cited accounting data and job order number for correctness.
5. Makes sure the requisition is signed by the authorized Printing Liaison Representative.
6. Forwards Copy #7 (Liaison Office Copy) of the DD 282 to the Comptroller (Accounting Division, Stop 20f) for obligational purposes, and returns Copy #8 (Originator Copy) to the originator for file and record purposes after approval of the DD282.
7. Sends the DD 282 to DAPS with the material being printed/duplicated.
8. Reviews duplicating disputes concerning job quality, timeliness of producing completed product, or monetary charges which cannot be resolved between customer and DAPS.
9. Ensures that all provisions of reference (f) pertaining to responsibilities of the Superintendent, U.S. Naval Academy are met.

C. Public Affairs. Responsible for review of all publications, programs, and advertisement dealing with any materials to be distributed to the general public or news media. Provide graphic design artwork on an as-available basis. For specific guidelines concerning publications policies and procedures, see Chapter III.

D. Heads of Cost Centers and Sub-Cost Centers

1. Responsible for the initial planning, technical and editorial content, and the preparation of adequate specifications for publications, printing, and duplicating which they originate and for the obligation of funds for this purpose. Technical assistance is available from DAPS or the Director, Publications Branch, Public Affairs Office.
2. Submits reproduction copy, draft, or sample of job desired to the Administrative Officer, Stop 1c with completed Printing Requisition/Order (DD Form 282). (Originator copy will be returned after approval and signature.) Examinations only may be delivered directly to DAPS. Appendix A presents detailed instructions for completing each item on this form. NOTE: Material to be printed MUST accompany the DD Form 282.
3. Each Cost Center or Sub-Cost Center, as appropriate, using printing services will designate a Printing Liaison Representative. All liaison on printing and duplicating matters, including disputes over pricing, quality of material produced, or response time will be conducted by this individual only. Procedures for resolving disputes are contained in reference (f). Submit names of persons so designated to the Director, DAPS, with a copy to the Administrative Officer annually by 15 September for the fiscal year beginning on 1 October or when changes occur. This designee should provide maximum continuity in department printing/duplicating.

E. Printing Liaison Representative

1. Represents the Cost/Sub-Cost Center in all matters related to printing and duplicating and provides all liaison with the Administrative Officer and DAPS.
2. Prepares or screens all printing requisitions for proper completion and signs in space provided.
3. Obtains Standard Document Number, Accounting Classification Numbers and (if a purchase card holder) the purchase card number, name of purchase card holder, expiration date of purchase card, and a bank card transaction number from Cost/Sub-Cost Center Fast Data Technician (or the purchase card holder if other than the Fast Data Technician).

4. Develops a departmental tickler for publication preparation deadlines and provides for coordination of priorities within area of responsibility.
5. Exercises control over forms and continuing usage material, maintains proper stock levels, and coordinates all requirements for new forms with the Management Assistant, Administrative Department. The Management Assistant should be advised whenever any local form (or other periodic publication) becomes obsolete, is revised, or superseded.
6. Makes sure publications running sheet is completely and correctly prepared when submitting printing orders of multiple pages.
7. Conducts liaison with Director, DAPS through the Management Assistant or Administrative Officer concerning dissatisfaction with job quality, timeliness of receiving completed product, or monetary charges.

I-5 General Guidance for Printing/Duplicating

A. Payment for Printing/Duplicating. Until further notice, printing and duplicating must be paid with the purchase card if one has been issued to the Cost/Sub-Cost Center. If the Cost/Sub-Cost Center does not have a purchase card, the printing and duplicating may be paid with appropriated and nonappropriated funds through the normal requisition procedures used in previous fiscal years. Please note, however, that Cost-Sub-Cost Centers having a purchase card **must** use the card to pay for all duplicating and printing.

B. Copyrighted Material. Specific guidance for use and reproduction of copyrighted material is contained in reference (e). Copyright Law prohibits the reproduction of copyrighted material without the written permission of the publisher or author. Where doubt exists, consult the Staff Judge Advocate.

C. Stationery, Official Mail, Seals, Calling and Greeting Cards, Invitations, and Calendars

1. Official Letterhead Stationery. Official letterhead stationery is to be used for official purposes relating to the business of the Naval Academy and is not to be used for personal reasons. Size and letterhead format of official stationery should comply with specifications contained in reference (d).

2. Cards

a. Greeting/Calling. Government funds are not authorized for printing, engraving, or embossing of greeting cards.

b. Organizational

(1) Per reference (g), the Department of the Navy is permitted to procure organizational cards; i.e., cards imprinted with information which identifies the particular command, activity, or office. Expenditure of appropriated funds is authorized. The Superintendent has approved the use of an organizational card in the design shown in Appendix B.

(2) No other designs are accepted for use. There will be no deviations from the above design; names, titles, division, department, and phone numbers will not be printed on the card. The card measures 3 ½" x 2", is printed on white index paper, ink is Navy Blue No. 3 (PMS 287).

(3) To obtain organizational cards, submit a DOD Printing Requisition/Order (DD Form 282).

3. Invitations. The use of invitations, paid for with appropriated Naval Academy funds, are limited to the Superintendent and the Commandant of Midshipmen for official functions only. Only those invitations to change of command ceremonies, retirement ceremonies, and social functions authorized per reference (c) are authorized for mailing with official postage. No other invitations to social functions are authorized. The Protocol Officer will coordinate all invitations issued under reference (b).

4. Letterhead envelopes

a. Letterhead envelopes are to be in conformance with the United States Postal Service (USPS) standards, and are to be printed per reference (d).

b. Use official envelopes only when mailing matter or material which relates exclusively to the business of the U.S. Government.

5. Seals

a. All official letterhead stationery of the Department of the Navy must bear the seal of the Department of Defense, one inch in diameter and one-half inch from the upper left and top edge of the sheet.

b. The official seal of an activity is the appropriate device to be printed on the first page or cover of a publication to identify the issuing activity or to indicate the official character of a publication.

I-6 General Criteria

A. Envelopes, Printing, and Writing Paper. Mandatory standards have been established for procurement of printing and writing paper stocks; and for specifications and use of stationery, envelopes, memorandum, and messenger envelopes.

B. Quantities. In the case of forms or other continuing usage material, limit quantities to a 3-month supply unless usage is 1,000 copies or less, in which case 1 year's supply may be ordered. Exceptions may be approved when justified by significant savings.

C. Color Printing. Regulations prohibit printing in two or more colors, except when they provide a definite functional value to the printing matter.

D. Color Standardization. To standardize all colorized printed/produced material representing the Naval Academy, the following color specifications will be used, unless directives from higher authority specify otherwise:

Blue - PMS 281
Yellow - PMS 116
Gray - PMS 428

E. Photographs. Photographs or line illustrations will be included as a part of copy only if they have a functional value related to interpretation of the text.

F. Camera-Ready. Handwritten or hand-edited material won't be accepted by DAPS unless a fully justified exception is approved and clearly stated "For Composition" on the DD Form 282. Material will ordinarily be submitted clearly typewritten in a camera-ready format.

G. Self-covers. Self-covers will be used on all publications, except in special cases where usage necessitates a harder protective cover.

H. Blank Pages. Design publications so they can be reproduced on both sides of the paper to minimize blank pages.

I. Bindery and/or Finishing Operations. Multiple-page material reproduced elsewhere will not ordinarily be accepted by DAPS for collating or other finishing operations.

J. Repetitive Typing. Repetitive typing usually represents a waste of man-hours. Standard forms can be preprinted with such data, leaving only variable data to be typed. Repetitive letters can be produced in quantity, on letterhead paper as required, leaving only spaces to be personalized.

K. Simplifying Distribution. When so requested, DAPS can package finished printing orders in desired quantity, properly labeled, and ready for delivery to subunits. (This can save manual counting, which becomes particularly time-consuming in connection with midshipmen distributions.)

L. Forms

1. Local forms (USNA generated) must be reviewed by the Forms Manager (Management Assistant, Administrative Department) to ensure conformance with applicable regulations.

2. For forms replenishment, order a 3-month supply when stock has depleted to a 1-month level.

3. For minimum use forms, (1,000 copies or less per year) order a 1-year supply.

I-7 Procedures for submitting DOD Printing Requisition/Order (DD282)

A. Defense Automated Printing Service (DAPS), Annapolis provides all duplicating requirements for the Naval Academy and area activities which exceed the copying limitations imposed by reference (a). Specifically, low-speed copiers placed in divisions/departments are **not to be used** to produce copies **exceeding 15 copies per original or 250 total copies per job. Requirements exceeding this must be sent to DAPS.**

B. All provisions of reference (h) remain in effect pertaining to preparation and administration of tests. Only the DAPS may be used for duplicating quizzes, tests, or examinations outside of the department in which they were prepared.

C. Procedures for obtaining services from DAPS Annapolis:

1. Cost/Sub-Cost Centers will prepare a Department of Defense Printing Requisition/Order (DD Form 282) for individual jobs. Cost/Sub-Cost Centers needing repetitive services throughout the month may prepare a DD282 (open requisition) to cover a 1-month period. Cost/Sub-Cost Centers who do not have a purchase card may submit an open requisition quarterly (3-month period). A Sample DD282 (open requisition) is shown in Appendix C. If the customer has a purchase card, the purchase card number, name of purchase card holder, expiration date of card, and bank card transaction number will be added to the DD 282 in the section titled "serial numbering, registration, etc."

2. Individual jobs chargeable to the open requisition will be submitted under a Single Item Request for Printing/Duplicating for Open Requisition (DD 283/1), citing the Job Number assigned by DAPS to the DD 282. A Sample DD 283/1 is shown in Appendix D.

3. Individual jobs and the DD 283/1 (original and four copies) are to be sent to the Office Services Branch, Stop 1e. Disposition of the copies is as follows: Original and two copies for DAPS; one copy retained by Cost/Sub-Cost Center; one copy retained by Office Services Branch. They may be sent through the Yard Mail or hand carried to the Office Services Branch, Room 4a, in the basement of the Administration Bldg. The DD 283/1 will be logged in and will be annotated with the date it is picked up by DAPS. DAPS will pick up all duplicating jobs in Room 4a of the

	UNITED STATES NAVAL ACADEMY	
	ANNAPOLIS, MARYLAND 21402-5000	

	Name	

	Title	
Div/Dept. _____	(410) 293- _____	
Address _____	FAX (410) 293- _____	
Annapolis, MD 21402- 5 _____	E-mail _____	
<small>USNA DMB 5400/1 (Rev. 10/97)</small>		

**SAMPLE SINGLE ITEM REQUEST FOR PRINTING/DUPLICATING FOR OPEN REQUISITIONS
(DD 283/1)**

SINGLE ITEM REQUEST FOR PRINTING/DUPLICATING FOR OPEN REQUISITIONS			DMB98-1 \$100.00
Department ADMINISTRATIVE DEPT.	Contact & Phone D. A. JONES, X31561	Date Submitted 1OCT97	Date Requested 3OCT97
Authorized Signature (ADMIN. DEPT. OFFICE SERVICES SUPERVISOR OR ADMINISTRATIVE OFFICER)			JOB NUMBER XXXXXX
Description WEEKLY ADMINISTRATIVE BULLETIN			
Originals (Quantity) 2	Copies of Each 1,600		
Paper (Grade and Color) (If not white bond) STANDARD - WHITE			
Color of Ink (If not black) BLACK			
Size 8½x11 <input type="checkbox"/> 8½x14 <input checked="" type="checkbox"/> 8½x5½ _____ Other _____			
Print One Side Only _____ <input checked="" type="checkbox"/> Two Sides _____ _____ <input checked="" type="checkbox"/> Head to Head _____ _____ Head to Foot _____ _____ Head to Right/Left _____			
BINDERY _____ Fold _____ x _____ (sample) _____ Collate (Pagination sheet required)			
Staple _____ Drill _____ Other _____ _____ 1-Upper Left _____ 2-hole Top _____ CBC _____ 2-Left Margin _____ 3-hole Left _____ Screw _____ Saddle _____ Other _____ Posts _____ _____ _____ Acco			
Glue Bind _____ Pad 100's _____ Perfect Bind			
Special Instructions RETURN TO ADMINISTRATIVE DEPT., ADMINISTRATION BLDG., BLDG 121 RM. 4A, BASEMENT			

DD 283/1 (Revised 4-95)

Received by _____ Date _____

CHAPTER II

ADMINISTRATION OF COPYING EQUIPMENT

II-1 Introduction. There is a need for more stringent measures of control in use of copiers to comply with directives concerning misuse of copiers, alternatives to copying, copying restrictions in regard to copyright laws, and material that can't be copied. Due to increasing budget cuts and the need for more control of copier usage, owned copiers no longer used or needed by the Cost Center will be placed, upon request, where needed. Under no circumstances will high volume copiers or ditto machines be authorized. This instruction covers all copiers including those presently leased under the sole source copier contract and all owned copiers.

II-2 Policy

A. **Not more than 15 copies per original or 250 copies per multiple-page job may be run on a copier.**

B. Per reference (a), a sign is to be placed at each copier to publicize the limitation of copies established for copiers. This sign is included as Appendix E to this chapter. It will be provided to each copier user (office) by the Management Assistant and is to be posted in a conspicuous area for all users to see.

C. Each copy machine user will enter appropriate information in the Copier Production Log (Appendix F) per reference (a). This information is essential in the event the department needs to justify a new copier.

D. A key operator should be assigned to:

1. Monitor assigned machine(s), refill machine(s) with paper, clear jams, and perform other related operations normally accomplished by machine operators.

2. Make sure machines are serviced as required by calling the service representative. (Telephone number is posted on the machine.)

3. Verify meter readings with service representative at the time of reading and retain copy.

4. Prepare requests for new copiers or replacements using the Cost Per Copy Request Form shown in Appendix G.

5. Inform the Management Assistant, ext. 31570, of repeated service problems or failure to respond within 4 hours. Provide the following:

- a. Model number and serial number
- b. Room number and building
- c. Key operator
- d. Time and date of service call
- e. Time and date of reported no response.

E. The Administrative Officer is the activity representative and will:

1. Acquire a working knowledge of reference (a) and this manual.
2. Represent the Superintendent on matters concerning the reprographics program.
3. Act as liaison between the activity and the local DAPS reprographics manager on all matters concerning the reprographics program.
4. Act as activity representative for USNA copier users to resolve matters concerning initial requests or upgrading copiers that can't be resolved to the satisfaction of the user.
5. Assure timely and accurate implementation of copier requests.
6. Maintain current inventory of the activity's reprographics equipment, including manufacturer, model number, attachments or accessories, serial number of mainframe and accessories, machine location, installation date, and monthly volume data.
7. Review current equipment at least annually. This review should review cost and production data to assure existing equipment is still properly matched to workload and user requirements.

G. Costly Practices in Copier Usage

1. Misuse of copiers not only has an adverse effect on direct costs, but also contributes to the hidden costs of copying. Increased personnel costs, wasted materials, increased file maintenance, and related floor space expenses are all results of copier misuse. Examples of copying misuse include:

- a. Insistence on perfect copies (including the reproduction of copies where the initial copies are less than perfect).
- b. Copying in uneconomical quantities **(NOT MORE THAN 15 COPIES PER ORIGINAL OR 250 TOTAL COPIES PER MULTIPLE PAGE JOB SHOULD BE RUN ON A COPIER)**.
- c. Use of copiers for personal copying.
- d. Tendency to round-off upward or to make more copies than actually required (includes preparation of convenient copies, suspense copies, information copies, and multiple file copies).
- e. Use of copiers in lieu of producing copies on printers.
- f. Reluctance to batch copying requirements to reduce travel time to copiers.
- g. Copying of blank forms. Forms are to be reproduced at DAPS.
- h. Copying of printed material that is already available from command stockrooms, Naval Supply Centers, or which may be produced more economically at DAPS printing plants/facilities.
- i. Failing to reset quantity dial before using the machine.
- j. Copying of copyrighted material.
- k. Failure to use the services offered by DAPS.

- (7) Treasury Notes.
 - (8) Silver Certificates.
 - (9) Gold Certificates.
 - (10) Fractional Notes.
 - (11) Certificates of Deposit.
 - (12) Paper Money.
 - (13) Bonds and obligations of certain agencies of the government, such as FHA, etc.
 - (14) U.S. Savings Bonds
 - (15) War Savings Stamps if in albums filled or partially filled. (They may be photographed only if the reproduction is either 25% smaller or 50% larger in each dimension.)
 - (16) Internal Revenue Stamps. (If necessary to copy a legal document on which there is a cancelled revenue stamp, this may be done provided it is for lawful purposes.)
 - (17) Postage Stamps (cancelled or uncanceled).
 - (18) Postage Money Orders.
 - (19) Bills, Checks, or Drafts for money drawn by or upon authorized officers of the United States.
- b. Adjusted Compensation Certificates for Veterans of World Wars.
 - c. Certificates of Citizenship or Naturalization. (Foreign Naturalization Certificates may be photographed.)
 - d. Passports. (Foreign passports may be photographed.)
 - e. Immigration Papers.
 - f. Draft Registration Cards.
 - g. Badges, Identification Cards, Passes, or Insignia carried by Armed Forces personnel or employees of the Federal Government.
 - h. Copying the following is also prohibited in certain states:
 - (1) Automobile licenses.
 - (2) Drivers' permits.
 - (3) Automobile Certificates of Title.

ECONOMICAL COPYING LIMIT

15 COPIES PER ORIGINAL

250 COPIES PER MULTIPLE-PAGE JOB

**PLEASE LIMIT QUANTITIES TO AN ABSOLUTE
MINIMUM. FOR LARGER REQUIREMENTS, USE
DEFENSE AUTOMATED PRINTING SERVICE,
ANNAPOLIS, LOCATED AT 187 VANDERGRIFT ROAD.**

**(REFER TO USNAINST 5600.6D FOR INFORMATION ON OBTAINING SERVICES FROM
DEFENSE AUTOMATED PRINTING SERVICE, ANNAPOLIS)**

COPIER PRODUCTION LOG						
Month of _____				Page ____ of ____ pages		
Equipment (Make/Model)		Serial Number		Location		
Date	Requesting Office	Description of Material Copied (form, exam, lesson plan, etc.)	Paper Size	No. of Originals	Copies each	Total
Beginning Meter Reading			Final Meter Reading			

Cost Per Copy Request Form

REQUESTING ACTIVITY:	DATE OF REQUEST:	NPPSO REQUEST DATE:
----------------------	------------------	---------------------

ACTIVITY MAILING ADDRESS:

ACTIVITY CONTACT:	NAME, CODE, TELEPHONE:
-------------------	------------------------

PRIMARY KEY OPERATOR:	NAME, CODE, TELEPHONE:
-----------------------	------------------------

ALTERNATE KEY OPERATOR:	NAME, CODE, TELEPHONE:
-------------------------	------------------------

COPIER LOCATION:	NO. OF STAIRS:	ELEVATOR AVAILABLE	AVERAGE MONTHLY VOLUME:
		YES <input type="checkbox"/> NO <input type="checkbox"/>	

DOES COPIER REQUIRE CRITICAL SERVICE RESPONSE YES NO

VOLUME BAND ACCESSORY LIST

ACCESSORY NOT AVAILABLE FOR BAND

	BAND IA <small>(1-2500 COPIES)</small>	BAND IB <small>(2,501-5,000 COPIES)</small>	BAND II <small>(5,001-15,000 COPIES)</small>	BAND III <small>(15,001-30,000 COPIES)</small>	BAND IV <small>(50,001-80,000 COPIES)</small>
SEMI-AUTO DOCUMENT FEEDER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AUTOMATIC DOCUMENT FEEDER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AUTOMATIC DUPLEX	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SORTER <small>(BINS)</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COPY CONTROL DEVICE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PAPER TRAY SIZE

8 1/2 x 11	<input type="checkbox"/>				
8 1/2 x 14	<input type="checkbox"/>				
11 x 17	<input type="checkbox"/>				
Large Paper Cassette	<input type="checkbox"/>				

REMARKS:

Signature

CHAPTER III

Publications Policies and Procedures

III-1 Background

A. The Naval Academy, as part of the federal government, has an obligation to tell the American public about the mission of the Academy. As we represent the academy to different groups in the public domain, many people across the Yard participate in telling the Academy's story, both in printed and electronic publications, from almost every administrative and academic cost center.

B. While the Public Affairs Office has been assigned central responsibility for the coordination of communications and publications, it is also prepared to function as a central resource to which individuals and offices may turn for professional consultation and assistance. Trained and experienced staff are available in the areas of news and information writing, radio and television, media relations, publications design and layout, editing, production, photography, and internal and external communications.

C. Publications and promotional materials distributed to the general public are important in creating and maintaining the public's impressions of the Academy, its programs, and personnel. The Director, Public Affairs Office Publications Branch must ensure all Naval Academy publications — including those requested by academic divisions and departments and staff elements — reflect the quality associated with the Naval Academy; speak with a clear and consistent voice; avoid costly duplication of effort; and support the public's understanding of the Academy's mission, programs, and personnel.

III-2 Publications and Promotional Materials Review Procedures

A. The Public Affairs Office Publications Branch provides professional publication, editing, design and layout, and desktop publishing services; suggests appropriate promotional, marketing, and distribution strategies; obtains cost effective materials and services; and establishes a uniform image for the Naval Academy in such materials and presentations.

B. Procedures for Submitting Publications for Review

1. All publications used to recruit students for the Naval Academy or to provide information about the Academy to any and all publics must be coordinated with the Public Affairs Office Publications Branch. Exempt are office forms, letters, textbooks, technical magazines, and classroom materials. Editing, design, and production of all other publications will be coordinated with the Director, Publications Branch.

2. The origination of text for all publications is the responsibility of the division, department, or staff element requesting the publication. The Director, Publications Branch may rewrite or edit text to conform to standards which reflect the Naval Academy's image of quality and excellence. Text should be submitted on computer disks in WordPerfect for Windows format, accompanied by a hard copy of the text. Text may also be sent by electronic mail to the Publications Office electronic mailbox at olmstead@arctic.

3. The requester may submit or suggest illustrations and designs for a publication; however, the final decision will be jointly made by the requester and the Director, Publications Branch. The Naval Academy name must appear on the front or back cover of all publications paid for from funds administered by the Naval Academy and/or using the name of the Naval Academy. Use of the seal is optional, but the correct Naval Academy seal must be used. Reference (a) contains more information on the allowed usage of colored ink, paper stock, copyrighted material and illustrations.

4. The requester is wholly responsible for funding the production of the publication requested.

5. DOD Printing Requisition/Order (DD282) for all publications covered by this instruction is to be completed and signed by the requester's printing liaison officer and processed through the Director, Publications Branch regardless of the source of funding or the level of printing support. Following review, approval, and signature by the Director, Publications Branch, the DD 282 is then reviewed, approved and signed by the Naval Academy Administrative Officer before being forwarded to the Defense Automated Printing Service (DAPS) for production. These signatures provide the required certification that the work to be printed is authorized by law; is necessary to the conduct of the unit's business; and that sufficient funds are allocated and available.

C. Department of the Navy Clearance Procedures for Publications

1. Before publications may be produced locally, they must be reviewed and approved. All Navy periodicals and pamphlets are to be reviewed to ensure they are mission essential and cost effective. Exempt from this review requirement are signed plans of the week/day; single sheet flyers such as department brochures; programs or posters for special events; or publications that provide statistical, handbook, or directive information, such as "Instructions for Candidates," "A Guide for Counselors and Candidates," and "Important Notice to Candidates."

2. Definitions. There are two categories of publications - periodicals and pamphlets. The following definitions will identify reportable publications:

a. Periodical. Any classified or unclassified Navy magazine or newsletter-type publications published at regular intervals, at least semiannually, for the purpose of disseminating information and material necessary to the issuing activity, and which has a continuing policy as to format, content, and purpose. Class I periodicals are those having an annual cost of over \$20,000; Class II \$5,000 - \$20,000; Class III - below \$5,000. Periodicals are nondirective in nature and are usually published to inform or motivate.

(1) Newsletters may be known by other names such as bulletins, house organs, newsgrams, etc. Newsletters usually contain information that is personnel oriented or devoted to information usually issued by a public affairs staff. The readership is usually internal and does not extend outside the local activity.

(2) Exceptions include manuals, directives, regulations, opinions, decisions, circulars, reports, and strictly statistical materials which are not periodicals and are not to be reported.

b. Pamphlet. Any classified or unclassified publication printed on a one-time basis with the possibility of reprinting, usually published to inform or motivate. They are nondirective in nature and generally have fewer than 80 pages. The term includes publications designed as booklets, brochures, and other synonymous terms for publications which otherwise fit the definition. Pamphlets may contain either official or unofficial information or both.

(1) Exceptions include manuals, memoranda, directives, instructions, regulations, official histories, legal opinions, and decisions, proceedings, reports, directive internal information bulletins, programs for ceremonies, primarily (75 percent or more) statistical materials and single sheet flyers which may be printed on both sides.

(2) Also excluded are official instructional or informational documents of a permanent nature, normally titled Pamphlet (number) and published as a supplement to directive systems of Department of Defense components.

D. Competitive Bidding and Final Preparation. Most Academy publications such as brochures, single sheet flyers, handbooks, books, programs and posters are prepared in the Publications Branch using desktop publishing software to typeset, design and lay out publications. Most publications are then printed by a printer selected by the Government Printing Office, via DAPS. The DAPS facility near Halligan Hall no longer has a printing press. It now provides on-site printing services with a high technology copier. For typesetting not done by the Publications Branch Office, DAPS selects a local commercial typesetter who prepares camera-ready artwork for the printer. Publications which are not printed at DAPS are printed commercially; a printer is selected through competitive, area bidding after a requisition is processed by DAPS. The Director, Publications Branch is responsible for developing bid specifications and final preparation of copy and layout. Distribution of printed copies is the responsibility of the initiating department, division or staff element.

E. Production Turnaround. Normally 4 to 6 weeks are required to produce most publications. During peak periods, and for complex publications, the Director, Publications Branch may stipulate a longer period of time.

F. Publications Priority System. Because of increasing demands for printed materials and higher printing costs, a priority system has been established for publications.

1. Top priority is given to all Naval Academy publications essential to the academic program, administration, and mission of the Academy, referred to the Publications Branch by the Superintendent's Office.

2. Second priority is given to time-sensitive events pertaining to the academic program and time-dated programs presented to a wide audience in the Naval Academy community, referred to the Publications Branch by the Public Affairs Officer.

3. Third priority is given to midshipmen recruiting publications.

4. Fourth priority is given to printed material generated by midshipmen and extracurricular activities such as clubs and club sports.

5. Fifth priority includes publications that provide general information about specific academic divisions or departments.

G. Specific Advertising Policies

1. Occasionally, advertising dollars are allocated for marketing the Academy in a variety of publications and recruitment materials. The following guidelines are germane for special programs and events at the Academy, as well as admissions publications. These guidelines apply to appropriated and nonappropriated funds. All advertising must be approved in advance if paid for from funds administered by the Naval Academy or if such advertising specifically mentions the Naval Academy or any of its offices. As a general rule, academic or administrative units of the Naval Academy do not purchase advertising in newspapers or magazines, on radio, television or cable vision, in the "Yellow Pages," on billboards or with any other non-USNA media. However, if special circumstances make the purchase of such advertising necessary, the writing, editing, and design must be approved by the Public Affairs Office Publications Branch prior to purchase or placement.

2. The complete name of the United States Naval Academy must appear in all printed advertising. The academy's logo or seal is optional in all advertising.

H. Specific Policies for Other Presentations (Slide Shows, etc.). Any presentations, such as slide shows, movies, or videotapes intended for prospective midshipmen or for external audiences must be coordinated with the Public Affairs Office before production commences to conform with Naval Academy and Department of Defense regulations.

USNAINST 5600.6D
6 November 1997

I. Prompt Review and Response. The Naval Academy Public Affairs Office will ensure that proposed publications, advertising, and other promotional presentations are reviewed promptly; that any assistance to be provided by the Publications Branch is scheduled at the earliest possible time; and a clear indication of production and delivery dates is provided in advance. Text for all advertisements and publications for internal and external use should be sent to the Publications Branch as soon as such materials are ready for review.

J. Color Standardization. All personnel will review printing/production contracts to ensure the following color specifications are provided (unless directives from higher authority specify otherwise). When printing blue, the Pantone Matching System 281 or 288 should be used. When printing gold, the Pantone Matching System 872 should be used for metallic gold, or for a yellow gold PMS 109 should be used.