

FINAL RECOMMENDATION

Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

State of Issue #: A-I9, Item #168

Recommendation # : R-168

Submitted: 7/27/01

Statement of Issue: USFA document distribution needs to target specific audiences in order to maximize the visibility and utilization of appropriate materials.

Recommendation: Enhance the distribution of publications through the use of camera-ready artwork for local printing.

Background: This can be accomplished by using the Online Catalog located at www.usfa.fema.gov/usfapubs. The USFA staff must follow printing guidance as issued in FEMA InfoGram #00-08 dated 4/17/00. In addition to providing application source files for the artwork/text, as of July 10, 2001, the USFA Print and Web Publishing guidelines include the requirement to have a PDF Press Optimized file and a PDF Screen Optimized file for materials added to the web site. These files will then be linked into the Online Catalog for people to download press ready copy. The screen optimized PDF is for online viewing.

1. Steps to Achieve: There are no steps needed to achieve this outcome.
2. Estimated Time Frame: On-going
3. Estimated Cost: Cost here is related to the proper creation of the files for printing purposes, not distribution - that capability is already resident. Most vendors have a license for Adobe Acrobat. Cost of the software is \$250 per copy.
4. Outcome: Providing digital, press-ready artwork will reduce USFA printing costs and allow for increased distribution of materials.

Conclusion:

As stated above, there are guidelines the USFA Staff must follow as directives of the Federal Emergency Management Agency with respect to those materials that may be accessed via on-line request. As technology advances, qualities of products will directly improve for our customers in the fire service communities and allied professions.

Submitted by:

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The Advocacy, Partnerships, and Marketing Team would like to thank Ms. Maury Grundy for taking time to help us with this recommendation.

Approved/Date

Disapproved/Date