

Sea Grant Publications Guidelines

Excerpted from the *Green Book*, a compendium of the principal regulations, guidelines, and management information that relate to the National Sea Grant College Program. These guidelines expand on the requirements contained in the NOAA Administrative Special Award Conditions.

The end product of scientific and engineering research is information, and 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 general 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.
- Publication in multiple outlets is desirable to the extent permitted by general practice within the particular field, and by the policy of the publication concerned. Specialized editorial treatment that may be required to obtain multiple outlet publication is encouraged.
- 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 users of useful developments to satisfy the statutory requirement for keeping the general public informed.
- In general, these guidelines also apply to audiovisual productions as well as to the printed word.

Types of Publications and Public Information Materials

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 subject to critical review and evaluation for accuracy and completeness of content as well as for suitability for publication.
- (3) It is sponsored (entirely or in part) by a Sea Grant program.
- (4) 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.

Abstracts

Abstracts of publications are designed to convey the results of Sea Grant research, education, and advisory/extension efforts in a manner concise and understandable to a lay audience. In the preparation of technical reports, proceedings, nontechnical reports, books and monographs, journal articles, publications issued in microfiche only, and these/dissertations, Sea Grant programs should also prepare abstracts.

It is especially important that the NSGL obtain these abstracts. With the enhanced bibliographic search capability now available, these abstracts will benefit the entire Sea Grant network and be used in the "hard copy" abstract service publication, expected to be issued quarterly, in order to provide for wider dissemination of Sea Grant research, education, and advisory/extension project results.

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.

Federal and matching funds designated for publications must be spent for that purpose. Therefore, grantees may not charge for publications produced with Sea Grant money. Programs may, however, recoup printing and production costs for reprinting publications for which demand exceeds the supply provided for in the original budget. This is usually done by setting an appropriate price for each publication.

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 grantaward.

Acknowledgments

Publications (including audio visual productions) resulting from any amount of Sea Grant funding should acknowledge sponsorship with the following statement in an appropriate position:

“This work was supported by the Louisiana Sea Grant College Program with funds from the National Oceanic and Atmospheric Administration Office of Sea Grant, Department of Commerce, under grant no. _____, project no. _____, and Louisiana State University. Statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the Louisiana Sea Grant College Program or the U.S. Department of Commerce.”

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