

**IDAHO DEPARTMENT OF PARKS AND RECREATION
POLICIES AND PROCEDURES**

Number	Effective	Title	Owner
I-70	8/24/05	Statewide Brochures	Public Information Officer

Approval: _____

1.0 STANDARDS FOR PRINTING STATEWIDE BROCHURES:

1.1 Statewide Guide

The Information Office will produce an annual, comprehensive statewide parks and recreation guide at operations expense, provided funding is available. The guide will include a current fee schedule, information on reservations, basic rules, and basic information on each park and program. Every effort will be made to assure that the guide will answer the majority of questions a park user might have.

1.2 Individual Brochures

The Information Office must approve general brochures promoting individual parks and programs. Individual park and program brochures are not encouraged. It is the responsibility of the park and program Managers to see that critical information about their park and/or program be included in the statewide guide. That guide will be provided in quantities large enough to distribute freely to park visitors and local communities. If the Information Office determines that there is a legitimate reason for producing a general brochure about a park or program, that park or program will be responsible for printing costs of that brochure, but the design should be reviewed by the Public Information Officer.

Individual brochures regarding park history, trails, wildlife interpretation, or other activities that take place in the park are encouraged. Those brochures should be distributed primarily in the park for use by visitors while they are there. They are not meant to attract visitors to a park. All brochures must utilize design elements for the cover, which the information office will provide. The brochures need not be approved by the Information Office; however, design, editing, writing, and desktop publishing resources of the Information Office are available. Printing costs of individual brochures are the responsibility of the park.

1.3 Additional Procedures

Bidding procedures of the Department must be followed on all printing. A **Publication Tracking Form**, ADM 50.14 (see forms section) must be filled out and sent to the Information Office for each publication meant for distribution to the general public. Twenty-five copies of the publication must accompany the form. Twenty of those copies will be sent to the State Library and five will be kept on file in the Information Office. The tracking forms contain information we are required to keep by state law.

All publications will contain the following statements:

Costs associated with this publication are available from the Idaho Department of Parks and Recreation in accordance with Section 60-202, *Idaho Code*. HB 366: (insert month of publication)(year)(number published)/(program number).

This Agency's programs and activities are operated free from discrimination on the basis of race, color, religion, national origin, gender, age, or disability. Anyone who believes they have been discriminated against or who needs further information regarding discrimination should write: Deputy Director, Idaho Department of Parks and Recreation, P.O. Box 83720, Boise, ID 83720-0065, or National Park Service, Equal Opportunity Officer (010), P.O. Box 37127, Washington, D.C. 20013.