



New York-New Jersey Trail Conference Publications Policy

Approved by Board of Directors 7-30-2013

The Publications Committee leads the Trail Conference's effort to publish books, maps, and other information in service to the general public and the outdoor recreation community in particular. The Committee is comprised primarily of volunteers with support from staff and contractors. Its goals are to:

- Position the organization as the region's leading publisher of authoritative trail maps/guides and related material in both print and electronic form;
- Produce high quality material about trails in the New York-New Jersey region to maximize users' safety and enjoyment while minimizing their impact, thereby assisting in filling the educational component of the Trail Conference's mission;
- Support the Trail Conference's mission through sales of publications, with the goal that the annual net sum of all publication activities shows a profit; and
- Increase public awareness of the Trail Conference, thus encouraging membership, volunteering and donations.

Section 1: Publications

The Publications Committee oversees the production of books, maps, hiking information related brochures, and special maps.

1.1 Books and Maps

Books and trail maps published by the Trail Conference shall:

- Contain accurate and quality information about hiking in the New York-New Jersey region;
- Have a plan and budget approved by the Publications Chair, with input from the Publications Committee;
- Follow the Trail Conference branding guidelines;
- Represent accurately what is on the ground unless there are significant concerns why something should not be shown.
- Adhere to the practices and procedures set forth in the Publication Manuals;
- Be copyrighted by the Trail Conference;
- Have a web presence, including a web page on the Trail Conference website and a listing on web bookstore sites, such as Amazon and Barnes and Noble; and
- Be marketed with announcements and, where appropriate, presentations.

1.2 Brochures

The brochures produced by the Publications Committee for free distribution are designed to convey information about hiking and hiking opportunities. They :

- May feature a map of trails in a particular area;
- Shall adhere to a uniform design and the Trail Conference's branding guidelines, but be responsive to the needs of Trail Conference partners;
- Contain material designed to promote the Trail Conference mission; and
- Are not necessarily expected to generate a profit for the Trail Conference.

1.3 Special maps

If the Trail Conference does not have a full trail map covering a particular area and it is determined that (1) it is not economically feasible to produce such a map for sale or (2) there is a special need for a map that covers only a portion of an area included on a full trail map, consideration may be given to producing a special map of a particular area. Such maps:

- Take into consideration the potential impact on the Trail Conference's educational mission, their contribution to increasing awareness of the Trail Conference, and their estimated effect on sales of other publications;
- Can be less detailed than full trail maps, while providing adequate information to the user; and
- Include content to market the Trail Conference, its mission, and its products, encourage the use of full trail maps, and encourage membership.

1.4 Joint Projects

Special maps and brochures produced jointly by the Trail Conference and another entity

- Shall contain material designed to promote both the Trail Conference and the partner; and
- Take into account Trail Conference branding guidelines when feasible.

Section 2: Publications Committee

2.1 Responsibilities

The Publications Committee is responsible for:

- Developing the Publications Policy, which must be approved by the Trail Conference Board of Directors (Board);
- Developing the annual Plan and Budget for publications;
- Addressing "larger picture" issues of concern to the publication process, including new developments and distribution, emerging technology, changes in public usages and perceptions, ensuring that copyright violations are properly addressed, etc;
- Determining which maps, books and other media should be published by the Trail Conference and the format(s) in which they will appear, i.e., print and/or electronic;
- Approving all subsequent editions of publications;
- Reviewing and approving related materials that are to be published or distributed under the imprint of the Trail Conference;
- Providing appropriate materials for the Trail Conference website to be maintained and updated to best present Trail Conference products;
- Developing a Publication Manual for books and for maps that sets forth the guidelines and procedures for management of the publication process, which should be reviewed every three years;
- Deciding which books, maps or other media not published by the Trail Conference should be sold by the Trail Conference;
- Maintaining indefinitely an electronic copy of all Trail Conference publications;
- Assigning a Project Manager to every project;
- Writing job descriptions for publication-related volunteers.
- Working and coordinating with other Trail Conference committees; and
- Marketing books and maps.

2.2 Membership and voting members:

The Publications Committee shall have the following voting members:

- A Committee Chair nominated annually by the Executive Director and approved by the Board;
- Current Project Managers as appointed by the Publications Committee Chair;
- Others with relevant skills, expertise and/or interest, as determined by the Committee Chair, Committee resolution, Executive Director, or Board Chair;

2.3 Meetings

Meetings of the Publications Committee shall be open to all interested parties. Voting members are encouraged to attend. Meetings will ordinarily be held monthly.

2.4 Operational Responsibilities of the Publications Committee

Project Managers

- Are assigned to every project;
- Are responsible for the ongoing management of individual projects;
- Report to the Publications Committee on a regular basis; and
- Adhere to operating procedures in the Publication Manuals.

Volunteers who make a substantial contribution towards the production of any publication

- Must sign an agreement stating that they understand that they are volunteering their services;
- Will assign rights to the finished product to the Trail Conference; and
- May receive compensation in special cases, but only by prior written agreement approved by the Publications Committee and the Executive Director.

A representative of the Publications Committee shall report at Trails Council meetings to keep members of the Trails Council informed about the status of maps and books about to be or currently being revised.

2.5 Operational Responsibilities of Others

Staff tracks inventories and supplies sales data for the Publications Committee's meetings to help ensure that publications are produced on time.

Staff will provide support for marketing, such as press releases and assistance for authors who wish to give presentations.

Trail supervisors and trails chairs are expected to review maps of their region prior to publication of a new edition.

As a courtesy to trail partners, park managers and landowners are invited to review map(s) of their park prior to publication of a new edition; their suggestions will be taken into consideration.

Section 3: New Publications

An author who wishes to have a new publication published by the Trail Conference will submit a written proposal to the Publications Committee for their approval. This proposal should follow the guidelines listed in the Publication Manual.

Section 4: Marketing

Current Trail Conference publications are listed in the Hikers Market Place on the Trail Conference's website.

The availability of a new book or map or a new edition of an existing book or map is announced in advance on the Trail Conference website, in press releases, and in the Trail Walker and e-Walker.

Ordinarily, the appearance of a new publication should be accompanied by a "launch event" to promote the publication.

The Publications Committee encourages authors to participate in marketing their book.