NTIS Services for Federal Agencies

Table of Contents

Our Mission at NTIS

For more than 50 years, the mission of the National Technical Information Service has been to collect and disseminate information produced by the U.S. government and worldwide sources to increase U.S. competitiveness in the global economy. NTIS collects scientific, technical, engineering, and business related information-then organizes, maintains, and disseminates that information in a variety of forms and formats most useful to its customers. Today, NTIS does more than collecting, archiving, and disseminating information. NTIS offers federal agencies a multitude of support services as well as offering your constituents many different access points to information.

NTIS as Your Partner

U.S. government agencies are among the world's most prolific information producers. They are rich sources of accurate, current information that is of immeasurable value to industry and academia alike. Every day, the volume of available information increases, challenging everyone who produces, handles, and uses it. Not only must all of this information be cataloged and archived, it must also reach those people who need it. The task has become monumental-rapid advances in technology allow more information to be processed faster. The once talked about "information age of the future," has become today's reality.

How do government agencies keep up with this onslaught of information, manage it, and make it available to those who need it? This is where NTIS has been historically in the forefront in assisting government agencies to meet their information dissemination goals. NTIS carefully considers each agency's needs when developing a partnership. NTIS bridges the gap between your agency's information and those individuals in U.S. business, industry, and academia-the people who put that information to work!

Permanent Availability

NTIS is the primary agency to assure that the scientific, technical, engineering, and business related information in its collection will remain available to the general public now and in the future.

NTIS Provides Enterprisewide Solutions

Just what is a government information product today? The way documents are printed and delivered-the heart of most agency information programs-is changing dramatically. The traditional definition is being redefined by what is variously referred to as online publishing, electronic publishing, and electronic document delivery. With on-demand printing, a publication's pages, including text and images in digital format, are transmitted directly to a digital printing press.

At NTIS, these and other technological developments are the foundation of a total information management and service delivery system. Our permanent electronic storage and remote document distribution match or exceed industry standards. Reflecting the diverse interests of today's customer base, federal agencies have a variety of information standards.

About This Guide

This guide has been designed with a specific sequence in mind. The chart on page 6 provides a snapshot of the different issues facing agencies today and the three basic kinds of activities that are the nucleus of NTIS' information management and service delivery system:

Information Product Management
Complete, centralized information management such as permanent archival storage, promotion, and distribution of an agency's information product.

Information Services
Special Information Services: Dedicated services for the unique information needs of an agency such as customized databases, mail list services, audiovisual services, and leasing of federal databases,

Special Support Services: Offering agencies both savings and efficiency in the areas of reproduction, printing, and dissemination of an agency's information product.

Project Management Services
These services may encompass the two above areas; sometimes they can be for a "program" itself, or may be for an operational aspect of a larger program or agency initiative involving warehouse and inventory management, feasibility studies, software development, online services, etc.

In 1995, the Bureau of Census surveyed NTIS' customers to learn how they rated the usefulness of NTIS information products and services.

More than 80 percent of those responding indicated highly satisfactory results. This percentage is consistent with response rates obtained from customer satisfaction surveys conducted in the private and public sector. We'd like to give your agency the same level of service!

It's easy to do business with NTIS; refer to page 35 to see the various types of contractual agreements available.
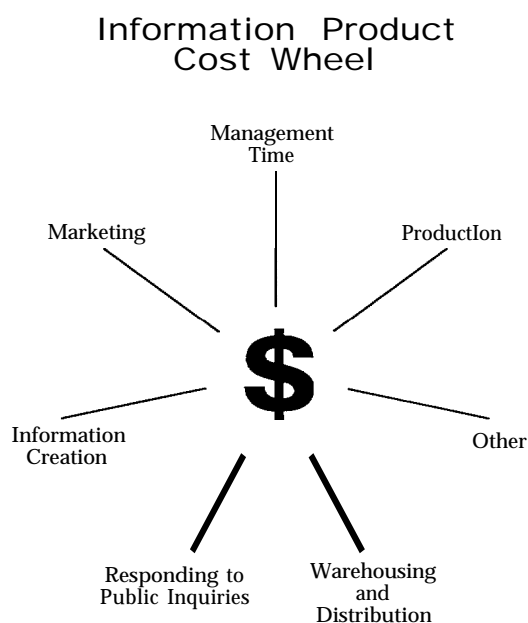
Which Service is Right for You?

Whether you are re-engineering an entire program or streamlining a certain function, there are many questions to ask Can I change how my present product is presented to the public? What format options are available? What are the market trends in this area? What will it cost my agency? There are probably other issues unique to your situation. The format of the desired end result could be a CD-ROM, an online service, a printed product.

Evaluating any alternative information management and service delivery system and its consequences on your budget is a complex matter that warrants close and thoughtful review.

Capturing the True Cost

When you publish information, the really visible costs are for reproduction and printing; but, these costs are only a small part of the total cost your organization incurs in producing the finished product. Regardless of format or medium, the "Information Product Cost Wheel" more accurately captures the true cost:
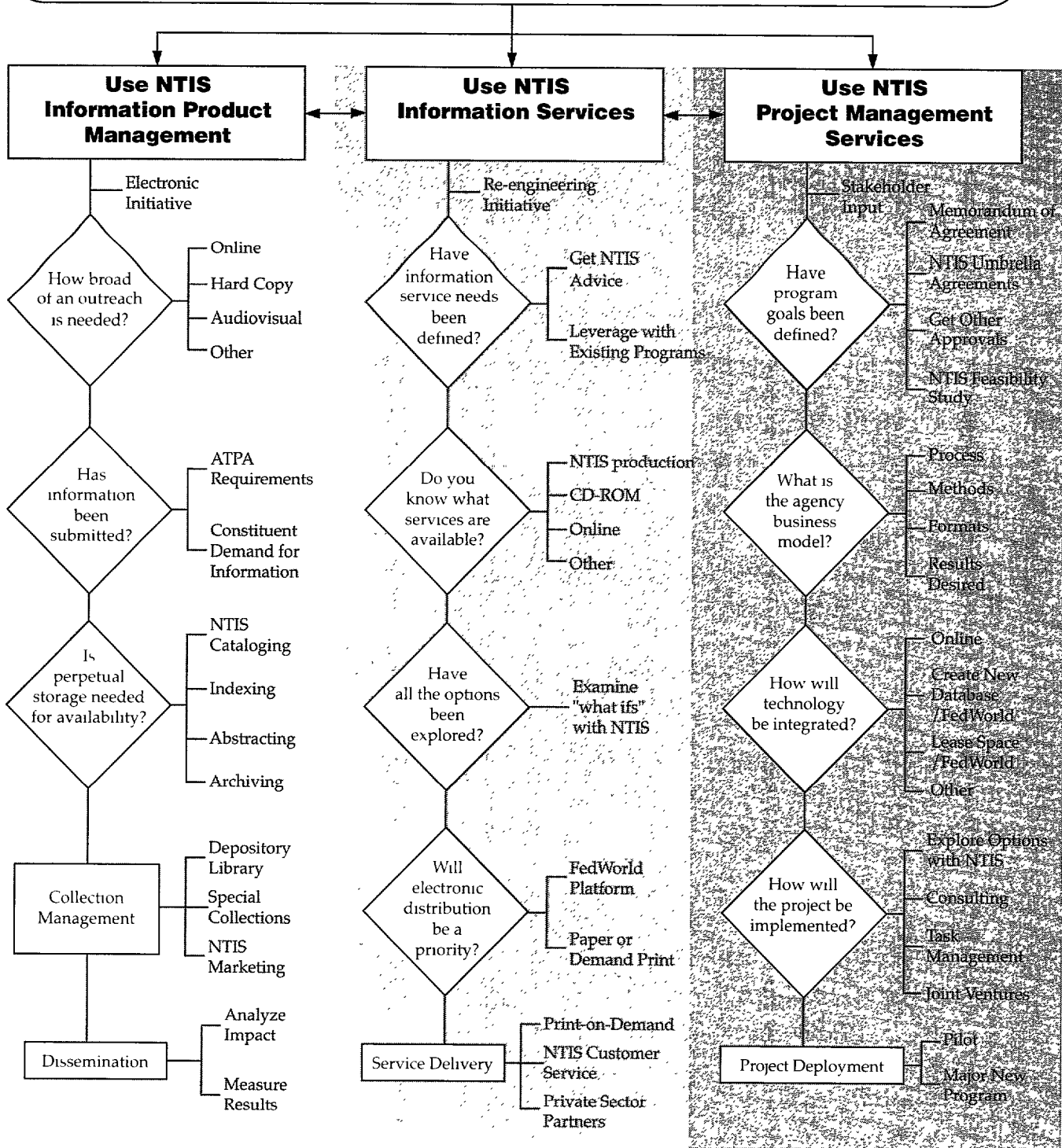
- **Information Creation** - the cost for developing manuscripts and preparing the raw content for publication.
- **Responding to Public Inauiries** - time spent by secretaries, mailroom clerks, file clerks, and other personnel in meetings, record management and paperwork, etc., associated with publishing your report.

Information Product Cost Wheel

Management Time

Marketing

ProductIon

$

Information Creation

Other

Responding to Public Inquiries

Warehousing and Distribution

- **Production** - the cost of typesetting, design, layout, proofing, printing, and binding your report.
- **Warehousing: and Distribution** - the cost here is for storing your reports, packing and shipping, fulfilling orders, controlling inventory, and maintaining records of the whole process.

The simple approach on the next page will help you determine how NTIS' diverse but integrated selection of product solutions benefits your information project. Although there is no "cookbook recipe" for a given need, this process pinpoints "chunks" of activity and decision areas affecting most information projects.

Three "pathways"—each a chapter of this guide—encompass common information dissemination concerns. By referring to the key at the bottom, you can move down the pathways to a conclusion.

Does your agency have a funding or resource problem for these activities?

Use NTIS Information Product Management

Electronic Initiative

How broad of an outreach is needed?
- Online
- Hard Copy
- Audiovisual
- Other

Has information been submitted?
- ATPA Requirements
- Constituent Demand for Information

Is perpetual storage needed for availability?
- NTIS Cataloging
- Indexing
- Abstracting
- Archiving

Collection Management
- Depository Library
- Special Collections
- NTIS Marketing

Dissemination
- Analyze Impact
- Measure Results

Use NTIS Information Services

Re-engineering Initiative

Have information service needs been defined?
- Get NTIS Advice
- Leverage with Existing Programs

Do you know what services are available?
- NTIS production
- CD-ROM
- Online
- Other

Have all the options been explored?
- Examine "what ifs" with NTIS

Will electronic distribution be a priority?
- FedWorld Platform
- Paper or Demand Print

Service Delivery
- Print-on-Demand
- NTIS Customer Service
- Private Sector Partners

Use NTIS Project Management Services

Stakeholder Input

Have program goals been defined?
- Memorandum of Agreement
- NTIS Umbrella Agreements
- Get Other Approvals
- NTIS Feasibility Study

What is the agency business model?
- Process
- Methods
- Formats
- Results Desired

How will technology be integrated?
- Online
- Create New Database /FedWorld
- Lease Space /FedWorld
- Other

How will the project be implemented?
- Explore Options with NTIS
- Consulting
- Task Management
- Joint Ventures

Project Deployment
- Pilot
- Major New Program

◇ = key phase questions   ☐ = operation   —— = other supporting decisions

Information Product Management

Managing Your Agency's Information-
How NTIS Can Help

The National Technical Information Service is a unique U.S. government agency that deals specifically with all aspects of information and information products. Whether these products are printed documents or are in another format-online, disk, tape, database, microfiche, audiovisual, or CD-ROM, NTIS manages everything from permanent archival storage to promotion and distribution of your information.

In keeping with the U.S. government's policy of making more federal information available to a wider audience, NTIS has become even more active in building information partnerships with U.S. government agencies.

A working partnership between your agency and NTIS will help you organize and keep track of your scientific, technical, engineering, and business related information. More importantly, NTIS will help your information reach U.S. business and industry leaders as well as the public at large.

Reducing Your FOIA Workload

NTlS can assist you with your Freedom of Information Act requests. Because NTIS has a statu to y-based fee schedule, it can provide your material directly to the public without your involvement. Instead of providing a requested product under the FOIA, your agency can simply refer requesters to NTIS to purchase the requested product. It's that simple!

This frees your agency's FOIA staff and reduces your printing costs. For further details, call (703) 487-4736.

Managing and Packaging Your Information to *Build a Quality Public Service Image*

Computer Products

If your agency produces software or data in electronic format, NTIS can help you with dissemination.

The NTIS Federal Computer Products Center works directly with agencies to collect and announce computer products that are particularly useful to businesses and the scientific community. The center can:

- *Manage subscriptions for datafiles on tapes and diskettes or any type of electronic media.*

- *Create user-friendly, microcomputer-based products through cooperative private sector programs.*

- *Promote your products to specific audiences through free listings, professional journals, conferences, and online exposure.*

NTIS provides a complete, centralized information management system that can store, process, market, and distribute your products. This content creation and value-added packaging involves the activities below:

- Publications-including research reports, studies, and conference proceedings

- Recurring publications-periodicals and serials

- Computer datafiles/software

- Videotapes

- CD-ROMs

- Multimedia packages

As part of its standard information management system, NTIS:

- Creates a searchable bibliographic record of your information product-fully indexed and abstracted.

- Markets your agency's products through its network of promotional and announcement media-online and traditional means.

- Handles all the administrative and accounting details for the sale of your information products.

- Takes care of subscription details--changes of address, renewal notices, biIling, and payment.

- Stores your information and makes it available for retrieval-at any time.

Submitting Your Agency's Information to NTIS- How It Benefits You
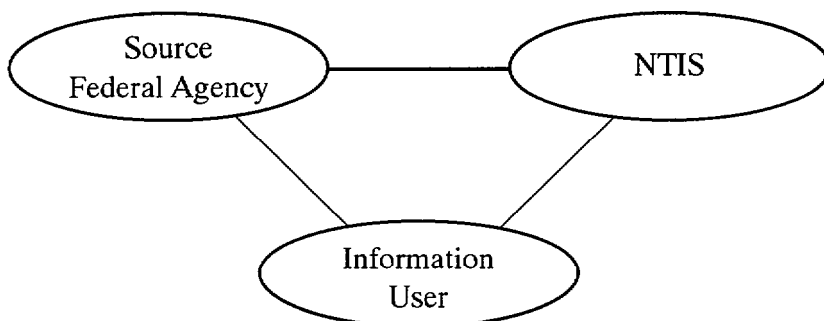
A working partnership benefits both your agency and NTIS.

You benefit because NTIS provides information management services specifically designed not only to organize and maintain information, but also to satisfy federal regulations.

Your partnership with NTIS is in keeping with the government's policy of making more federal information available to a wider audience, as reflected in the American Technology Preeminence Act. The ATPA promotes the national economic competitiveness of the United States to help industry develop new products and processes. The requirements to deliver information to the public are also provided in OMB Circular A-130. NTIS services and expertise can assist federal agencies to meet their requirements under these stipulations.

NTIS benefits because it acquires data that improves its collection, which it can, in turn, provide to the libraries, businesses, universities, and private individuals throughout the world that turn to NTIS to fulfill their information needs.

And, while both partners benefit from expanded distribution of the information, there is a third partner who gains the most-the user of the information. Eighty percent of NTIS customers are in business and industry; the other twenty percent are from academia and federal, state, and local governments.

Foreign Agricultural Service

The U.S. Department of **Agriculture's Foreign Agricultural Service** *represents the diverse interests of US. farmers and the food and agricultural sector abroad. By transferring its fee- based subscription program to NTIS, FAS gains by:*
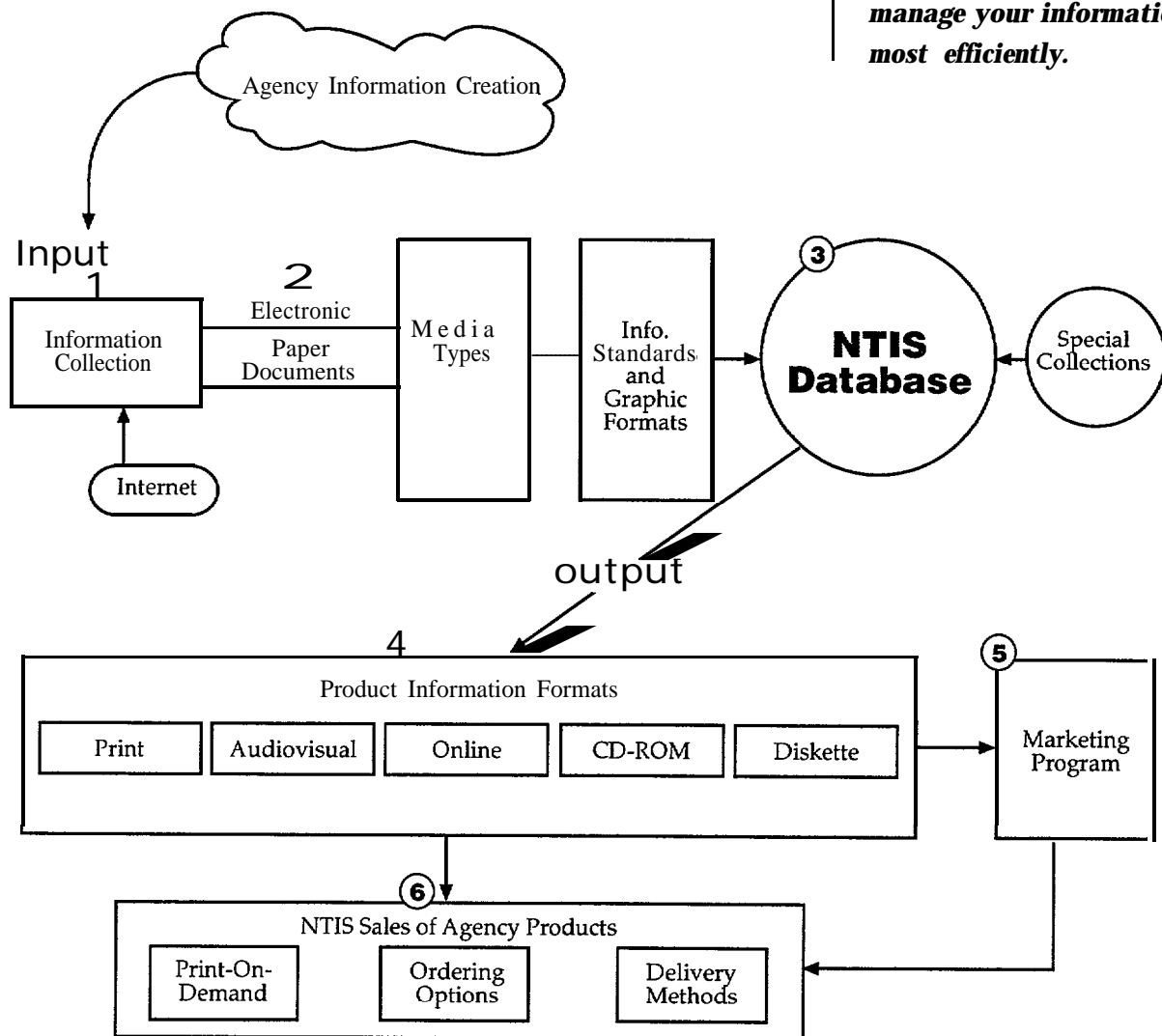
- *Being free of all costs involved in overseeing a fee-based subscriptions program: order taking, account maintenance, inventory, printing, and postage.*

- *Being able to focus more on the editorial content of its information products.*

- *Improving customer service. Constituents can now order by credit card and also receive express delivery of documents from NTIS.*

- *Increasing market exposure via NTIS ' multifaceted marketing campaigns.*

NTIS Process for Adding Value to Your Information Product

The NTIS information management and delivery process has three major components: the input area, or information collection; the NTIS database and customized versions (digital); and output, such as order fulfillment, involving an array of delivery formats and distribution channels for your products. By linking the results of the fulfillment and marketing effort back to the program offices, the typical agency is better equipped to allocate budgetary funds and establish strategic priorities. (Steps 1 - 6 are described on the next page.)

The NTIS information management and delive y process typically follows six basic steps.

The process is ve y dynamic, but NTIS uses one production, marketing and distribution system for all mediums, so that it can manage your information most efficiently.

The NTIS Information Management and Delivery Process

Step 1

Input comes to NTIS via diverse media types and authoring tools: printed publications, text in electronic formats, non-print (computer products, audiovisual), and microfiche or electronic images.

Step 2

An intermediate processing step allows the disparate formats and text to be brought under NTIS bibliographic control. NTIS accepts a myriad of popular file formats, such as Standard Generalized Markup Language, Adobe Portable Document Format, WordPerfect, and many others.

Step 3

When your agency provides NTIS with information products, NTIS will:

- Create a searchable bibliographic record for each item-fully indexed and abstracted.
- List your item in its online database, facilitating awareness of your new information products, worldwide.
- Maintain the product's permanent availability by including the master copy in the NTIS repository and one microfiche copy as a backup.

As part of the NTIS modernization plan, NTIS will have the ability to use a computer-assisted indexing system and receive image files of documents for cataloging and indexing in addition to the acquisition of paper documents.

NTIS specialists ensure that your information is properly stored in the central database.

Step 4

Once the indexing process is completed, the original information is now capable of being delivered in many different formats:,

- Print on Demand
- Audiovisual
- Online
- CD-ROM
- Diskette

The Automated Document Storage and Retrieval System includes network production publishing for high speed and flexibility in the production of text, graphics, and photographs. Your agency can transmit documents to NTIS electronically via telecommunications or diskette. Hard-copy documents can be scanned and stored for dissemination.

Electronic storage and publishing is particularly beneficial for large documents, removing the problems of bulk and weight, and making it convenient to deliver entire collections of reference materials (hundreds of thousands of pages) on computer media such as CD-ROM.

Step 5

NTIS has an array of marketing vehicles, joint venture tools, and related distribution channels for your products. Aggressive outreach on your agency's behalf includes a large trade show program, with participation at leading events in the U.S. and abroad.
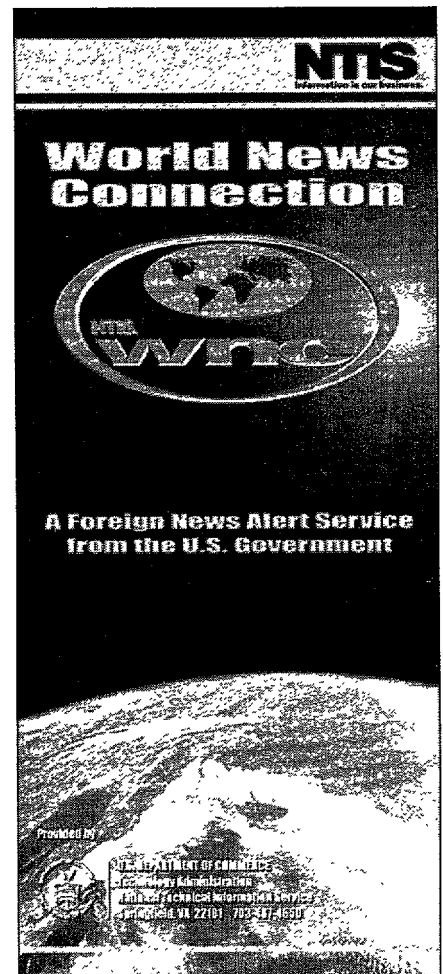
Legislative authority also allows NTIS to enter into partnerships with organizations in the private sector to enhance the development and delivery of agency information products and services.

The breadth of agreements that can be reached with NTIS is illustrated by the licensing of existing databases or creation of customized databases using the FedWorld$^{(R)}$ platform. NTIS can provide full-text database development, access and retrieval to support a variety of platforms and access protocols. Agencies have the choice of leasing space, developing a unique database, or providing subscription access on a user-fee basis through the FedWorld platform.

The World News Connection^{TM}, a subscription service of material compiled by the Foreign Broadcast Information Service, typifies this advantage (http: / / wnc.fedworld.gov).

The Department of Commerce's Bureau of Export Administration was helped greatly by NTIS putting its export regulations online in order to reach a larger audience (http: / /bxa.fedworld.gov).

NTIS and Kinko's have set up an electronic document delivery service. Through electronic ordering by customers for documents in the NTIS collection, document images and text can be transmitted electronically and printed on demand directly at a Kinko's location, thus reducing turnaround time for the customer. This relationship brought about a new level of service and extended NTIS capabilities to serve our customers.

Announcing Your Information-
A Shared Responsibility

Reaching an Audience

NTIS provides maximum exposure for your information through its promotional materials. NTIS announces your products via general, targeted, and customized marketing communications.

At NTIS, the customer-focused concept of integrated marketing communications is used to develop effective and efficient promotional campaigns for your products. This method allows for layering of media to support each message. By combining the Internet's World Wide Web, trade shows, and direct mail, traditional and emerging elements of the marketing mix are deployed for maximum impact. It also facilitates creative consistency across all media.

The style and tone of promotional copy is extremely important in effectively communicating benefit-oriented messages to intended audiences or markets. The utmost care is taken to determine the professional characteristics of the targeted audience for each piece, and to tailor all copy with those characteristics and the medium in mind.

Among the benefits of an NTIS/agency partnership is the increased exposure of the information product an agency enjoys among constituents and other audiences.

The full potential value to the U.S. economy of many government information products is never realized, simply because the products remain unknown to those who can benefit from that information. Your agency and NTIS can cooperate to market high-interest individual products and special collections.
Your agency and NTIS work together to identify the users of your information and appropriate marketing channels in order to ensure maximum exposure to likely buyers.
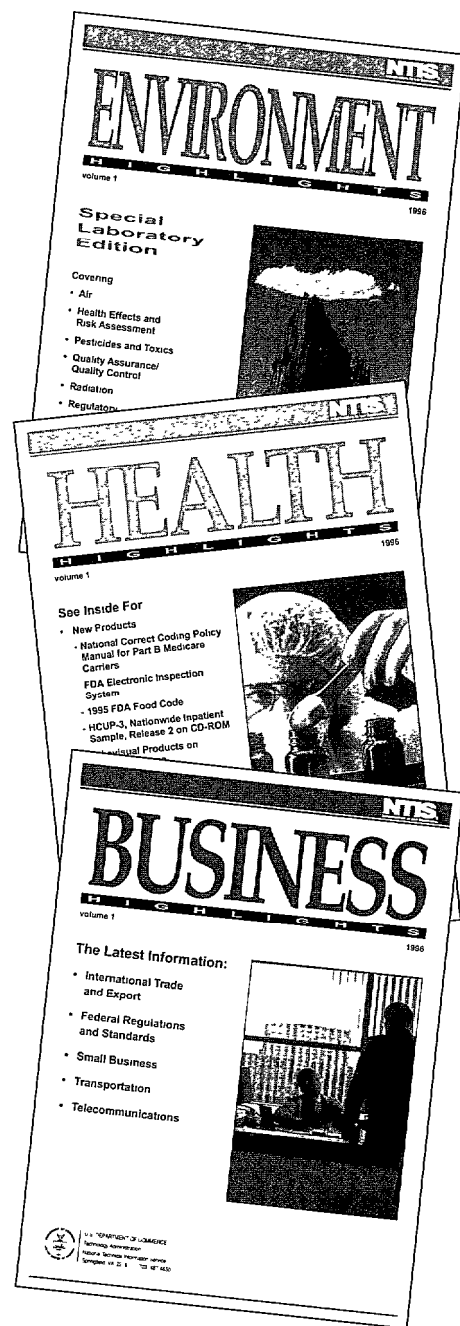
Promoting Your Products Through NTIS

NTIS promotes your information through an active program that includes:

- **Direct-mail campaigns aimed at multiple audiences.**
- **Specialized publicity targeted to specific "niche" markets.**
- **Announcements to the trade press by: mail, fax, and online.**
- **Exhibits at industry conferences and trade shows.**
- **The use of sales agents.**
- **Cross marketing.**

NTIS also includes summaries of your products in:

- <u>NTIS Bibliographic Database</u>-An online database, of approximately 2.7 million information titles, that announces more than 100,000 completed research studies annually and contains summaries going back to 1964. The database is available through a number of commercial online and CD-ROM vendors.

- **NTIS OrderNow^{TM} Uudate**-**This** new online service is accessible via the World Wide Web (http://www.ntis.gov/ordernow). It allows users to easily locate and purchase valuable information products added to the NTIS collection within the previous 30 days. Subject coverage includes Business, the Environment, Health and Safety, as well as Science and Technology.

- **NTIS Alerts@**-**Twice**-**monthly** bulletins provide the latest published government-sponsored research covering a wide range of technology – information for engineers, scientists, researchers, and other professionals who need to keep up with the latest developments in their fields.

- **NTIS OrderNow^{TM} Catalog: on CD-ROM**-**This** affordable electronic catalog allows customers to identify more than 100,000 quality information products added to the NTIS collection within the past two years. Use the CD-ROM to locate and purchase technical reports, CD-ROMs, datafiles, audiocassettes, and videotapes. The fully searchable disc also provides a built-in order form capability to simplify ordering.

- **Federal Research in Progress Database**-**An** online database that announces more than 150,000 summaries of ongoing government research each year. The database is available through a number of commercial online and CD-ROM vendors.

- **Other Catalogs and Directories**-**NTIS** produces many directories for specific audiences.

How You Can Help

NTIS provides marketing services that give the greatest visibility to your information products. You can coordinate your own announcements with NTIS' publicity; your carefully timed and distributed media releases will increase attention during the weeks following the NTIS announcement, resulting in increased dissemination for your product.

On the other hand, if you must do an early press release, early coordination with the NTIS acquisitions staff will allow NTIS to be prepared for customer orders.

Product Announcement

NTIS
Information is our business.

For Immediate Release

For additional information contact:
Renee Edwards, Public Affairs Director (703) 487-4778
Gene Scheerschmidt. Project Manager (703) 487-4832

BIG EMERGING MARKETS HOLD ENORMOUS ECONOMIC PROMISE FOR U.S. EXPORTS AND INVESTMENT

The Greatest U.S. Commercial Opportunities for the Future Exist In New Frontiers.

Be the first to receive interesting and powerful conclusions from a US. government commercial strategy initiative called *The Big Emerging Markets: 1996 Outlook and Sourcebook,* available from the National Technical Information Service.

BEMs focuses on the emerging overseas markets that hold the most promise for U.S. exports and investment – estimated to be anoverwhelming 50 percent of total world imports and growth over the next 15 years. The study also identifies "Big Emerging Sectors" in these markets: information technology, environmental technology. transportation. energy technology. health care technology. and financial services – areas that provide American companies tremendous opportunities for economic growth

The Big Emerging Markets: 1996 Outlook and Sourcebook (a multi-color publication) contains profiles, as well as information on the risks, challenges, and obstacles of doing business in the following economic regions

Argentina	ASEAN	South Korea	Turkey
Brazil	Chinese Economic Area	Poland	
Mexico	India	South Africa	

Although these markets are in a constant state of change and occasionally unstable, they hold enormous promise for the world's most competitive companies in the United States and abroad By year 2010, the BEMs will be a bigger market than the European Union and Japan combined.

The Big Emerging Markets: 1996 Outlook and Sourcebook is available from NTIS, (703) 487-4650, for $45 [domestic] includes handling fee; quote order number PB95-243150KXW. For a complete listing of country specific economic studies, technology and industry assessments available from NTIS, request your free copy of tie new *Business Highlights* catalog (PR-985KXW) and the *1995-1996 NTIS Catalog of Products and Services* (PR-827KXW).

Most major credit cards accepted. Order via the Internet orders@ntis fedworld.gov. Fax orders to (703) 321-8547. RUSH Service is available for a" additional fee. For RUSH Service call 1-800-553-NTIS. To access BEMs on the Internet, pant your Web browser to open URL http://www.stat-usa.gov/itabems.html

Thousands of NTIS products are also available through FedWorld -- the electronic marketplace for U.S. government information See reverse for accessing information

US. DEPARTMENT OF COMMERCE
Technology Administration
National Technical Information Service
Springfield. VA 22161 (703) 487-4650

Effective media releases depend upon accurate, complete information.

. *NTIS includes a full account of why the material is valuable to the reader.*

. *We verify prices and ordering information before release of the media announcement.*

. *A media code is included with the order number, so NTIS can help determine the effectiveness of the release.*

World Wide Web Exposure For Your Product

The NTIS Web site provides increased exposure for federally produced information. Through electronic marketing on the World Wide Web, NTIS can quickly respond to your agency's needs.

At NTIS find the information you need and the service you want!
Visit NTIS on the World Wide Web

National Technical Information Service

SPECIAL FEATURES

Products
Product-oriented site for your specific needs

Information Tools
Printed and electronic services that provide timely information - such as the World News Connection"

NEWS
Newsworthy products and the latest happenings a NTIS

Search
Not sure what's out there? Enter keywords to find what you need - the search is over!

Ordering
Ordering options make it easy to get what you need- -when you need it.

Catalogs
Catalogs to go - view or download them online

Comments
Let us know what you think about our site - as always your comments are important to us.

About This Site
Our table of contents and helpful hints about our site.

Our Organization
The who, what, and where of NTIS.

Services for Federal Agencies
NTIS offers federal agencies a multitude of support services

FedWorld[(R)]
Central online resource for locating and acquiring government information.

NTIS
A World of Information

NTIS is the Official Resource for U S Government
Scientific, Technical, Engineering and Business-Related Information

The NTIS collection is large and varied, but we realize your information needs may be more focused For this reason. when you visit the NTIS Web site you can easily browse for government-produced information - from us and worldwide sources--by subject such as business, environment, health and safety, and more or. if your interests are broader. simply click to other pages on the NTIS Web site

As an ongoing effort to better serve our customers the NTIS Web site will continue to evolve as we add more features such as additional search options and online ordering.

http://www.ntis.gov

U S DEPARTMENT OF COMMERCE
Technology Administration
National Technical Information Service
Springfield VA 22161 (703) 487-4650

Those agencies that maintain their own Web site can easily direct customers to their products by linking to the NTIS Web site.

For those agencies without a Web site, NTIS can establish your agency's presence on the Web.

NTIS Quality Service For Your Customers

NTIS offers your customers a number of ways to order-providing quality customer service along the way.

Numerous Ordering Options

- Telephone (TDD for the hearing impaired)
- Special toll-free number for RUSH Service
- Mail
- Fax
- NTIS OrderNow™ Catalog on CD-ROM
- Internet E-mail
- NTIS Web site
- NTIS' FedWorld Information Network
- Online through commercial information companies such as DIALOG (Knight-Ridder Information Services, Inc.), Questel-Orbit, STN International/CAS.

Fast Order Handling

- First-class mail or equivalent
- RUSH Service: For an additional fee, customers are guaranteed their orders for technical reports will be ready for shipment within 24 hours and then delivered by express courier to most U.S. cities or by airmail to Canada, Mexico, and other countries.
- NTIS FedWorld Information Network: Many of NTIS products are downloadable via FedWorld.
- Pick-up Service: Customers may choose to pick up their orders at the NTIS Bookstore in Springfield, VA.

Methods of Payment

- Credit card-American Express, Mastercard, or VISA
- Check or money order payable to NTIS in U.S. dollars
- NTIS deposit account
- Billing through a purchase order (additional charge for billing)

NTIS Deposit Accounts

- Easy ordering by telephone, online, fax, or mail
- Monthly statements with detailed transactions and routing information

Additional Product Services

- Title identification
- Tracing an order - NTIS Customer Service representatives
- Holiday Hours - The NTIS Sales Desk, Bookstore, and Customer Service Department are open weekdays from 8:30 a.m. to 5:00 p.m., Eastern time; and on four holidays: Martin Luther King, Jr.'s Birthday, Presidents Day, Columbus Day, and Veterans Day.
- Pick-up Service - Orders may be picked up at the NTIS Bookstore in Springfield, VA. Customers are also welcome to use NTIS' reference room to identify needed information.
- Discounts for technical reports - A 25 percent discount is available for most documents if five or more copies of a single title are ordered at the same time and shipped to the same address.
- Commercial redistributors are welcome. Please call for price and delivery arrangements to suit your needs.

Information Services

Special Information Services

In addition to information provided in a variety of formats, NTIS offers special information services. These services are dedicated to the unique needs of an agency.

- **Leasing of federal databases**
- **Mail list service**
- **Audiovisual services**
- **Customized databases**

Federal Database Lease Program

NTIS has managed a wide range of bibliographic and other types of databases developed by other agencies. NTIS enters into agreements with interested parties to make these databases available, generally on a continuing or subscription basis. Special agreements address: online, batch, CD-ROM, hard drive and related electronic media. Our experience yields favorable agreements on behalf of the source agency and clients. Full archival access to the database is provided to each agency, and compliance with regulations concerning information dissemination is assured. All reproduction services for database tape/cartridge redistribution are handled by NTIS; your agency only needs to supply a single copy. To inquire about the federal database lease program, call the Office of Product Management at (703) 487-4929.

Mail List Service

Many agencies collect names and addresses of private firms as part of their official duties. NTIS will make these lists of names and addresses publicly available. Through NTIS' mail list service, customers can order mail lists on Cheshire and peel labels or on magnetic tape. Some agencies use this service to handle their Freedom of Information Act requests for publicly releasable mail lists. For more information, call (703) 487-4269.

Audiovisual Services

During this period of decreasing resources, agencies are seeking ways to bring their training and information programs to a wider audience. NTIS' audiovisual services provide both the resources and expertise to bring federal multimedia to the public:

- Production planning
- Marketing and promotional services
- Duplication
- Physical distribution
- Post-production services
- Custom packaging
- Training support services

To learn more about how NTIS can assist your agency's audiovisual needs, please contact the manager of the Audiovisual Services Division at (703) 487-4743.

Customized Databases

Using FedWorld as the host platform, NTIS can work with agencies to create a unique database or bibliographic listing that can be accessed by customers. Many database agreements are already in place, as described in the FedWorld section of this guide. FedWorld acts as the host for an increasing variety of full-text searchable databases and customized news services. Call (703) 487-4241 for more information.

Special Support Services

NTIS can help agencies deal with changing (and challenging) budgets, save time, and expand visibility for their information by providing special support services. These services offer savings and efficiency in numerous areas:

- **Production services**
  - **Imaging, reproduction, and data storage**
  - **Mastering and duplicating electronic media**
- **Online information dissemination via FedWorld**
- **Fax management services**
- **Microfiche services**
- **Financial services**

Production Services-
Imaging, Reproduction, and Data Storage

NTIS' high-speed Automated Document Storage and Retrieval (ADSTAR) system provides both quality and flexibility in document reproduction. Let NTIS help you reinvent your agency's information dissemination process with our ADSTAR system. It can:

- Scan paper-, microfiche-, and tape-based documents into optical storage.
- Reproduce two-sided paper copies at 135 copies per minute from image formats.
- Duplicate entire documents on demand.
- Offer Internet users online access to the document.
- Produce documents in paper, microfiche, and CD-ROM formats.
- Save customers time and money!

For more information on how your agency can benefit by using the production services at NTIS, please call (703) 487-4726.

The U.S. Department of Commerce's Office of Human Resources worked with NTlS to develop a totally automated vacancy announcement system. CAVAS is a specialized application that allows the human resource specialist to create, add, modify, delete, and disseminate vacancy announcements nationwide from a single point of entry,

Features include:
- *User-friendly graphical interface*
- *Automatic updates to all dissemination platforms:*
  - *Voice/fax module*
  - *World Wide Web*
  - *FedWorld BBS*
- *Automatic delivery to OPM'S Federal Job Opportunities Board*
- *Internet and dial-up modem access*
- *Touch- tone access for fax/mail delive y*
- *Speech recognition and TDD capability*

Benefits:
- *Reduced FTEs*
- *Immediate access to real-time vacancies*
- *Accessible from a variety of dissemination services*

Production Services-
Electronic Media Products

Federal agencies can now publish electronic documents, images, and files without having to become electronic media experts. NTIS can provide agencies with the contracting, production quality, and dissemination expertise needed for their electronic media products.

NTIS' electronic media production services assist federal agencies on a reimbursable basis with services that include:

- Electronic media mastering and replication.
- Technical briefing and training in data preparation and premastering.
- Data conversion.
- Software for indexing, retrieving, and presenting the information.
- Technical assistance in the design and evaluation of electronic media.
- Specialized media packaging and dissemination service.

Call (703) 487-4672 and inquire how NTIS can work with your agency to create electronic media products that meet your agency's performance expectations-deliver products on time and within budget.

FedWorld$^{(R)}$-The NTIS Information Network

As demand for government information increases, so too is the need for government entities to make their information readily available. FedWorld is the solution for those agencies who do not have the know-how or have limited funding to disseminate information electronically.

Examples of the numerous federal agency online services now provided to the public via FedWorld are:

As a result of overwhelming demand, FedWorld has become a central and growing component of the suite of information dissemination services NTIS offers the American public.

Gateways and Links to Other Agency Computer Systems

Search the hundreds of existing government Web sites and seamlessly connect to any of them. Examples include:

- Small Business Administration guides for business management
- Information on the Americans with Disabilities Act
- State Department travel advisories
- Consumer Information Center tips and guidelines
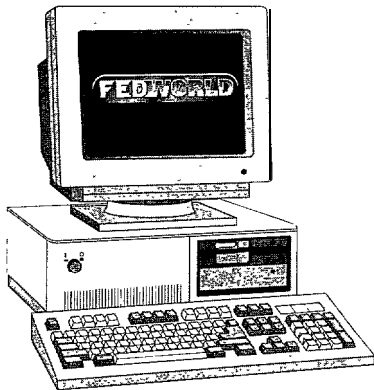- . . .and several hundred more!

Libraries (File Transfer Facilities)

Search a database containing thousands of files available for immediate download. Examples include:

- White House press releases, speeches, and full-press briefings
- National Performance Review collection
- OMB Circulars and other policy documents
- Current federal job announcements

The FedWorld platform affords agencies the opportunity of hosting databases of information which can be readily accessed by constituents. NTIS will work with agencies to create full-text, searchable databases.

Subsystems (Interactive Agency Information Services)

- Public participation in Nuclear Regulatory Commission rule making
- Automobile recall notices and safety tips from the National Highway Traffic Safety Administration
- Internal Revenue Service tax forms and publications
- National Cancer Institute information including policy reports, cancer prevention, and more!
- Regulations-including free access to Airworthiness Directives

Special Subscription Services

- Department of Labor's Data-wage information-in fully searchable formats
    - Davis-Bacon Wage Determination Database
    - Service Contract Act Database
- World News Connection™ -a foreign news alert service from the U.S. government
- Bureau of Export Administration's Regulations-EAR online database

FedWorld is also the U.S. government's two-way communication platform for capabilities such as Electronic Commerce, Electronic Data Interchange, and virtual conferences.

For more information on the many online services FedWorld can provide your agency, call (703) 487-4241.

Fax Management Services

Save staff hours, printing and mailing costs! In today's busy world, timely communication is paramount to the success of your agency's mission and vision. Communicate more effectively and enhance your agency's outreach efforts by using NTIS fax management services. The advantages are many:

- No operation and equipment maintenance overhead
- Reach both domestic and international constituents with ease
- Customized fax-on-demand voice prompts
- Customized cover sheets
- Management reports can be documented

Fax-On-Demand: Provides an "electronic library" of documents, accessible 24-hours a day. This service frees your agency staff from answering questions repeatedly or mailing frequently requested documentation.

Basic Broadcast: "Broadcast" one document to multiple destinations with a single transmission. Use Basic Broadcast for announcements and invitations, press releases, newsletters, and updates. It handles all the delivery functions such as addressing and retries.

For additional information on NTIS fax management services, call (703) 4874280.

Microfiche Services

NTIS can convert your agency's microfiche to electronic images, tape, or paper to meet your needs. NTIS can also take electronic images, tape, or paper and convert them to microfiche for archiving. Call (703) 4874280 for more information.

Billing and Collection Services

NTIS has the experience, the systems, and the staff to meet your needs for quality billing and collection services at a competitive price. We've been providing billing and collection services to other agencies for more than 15 years. Our systems meet OMB, GAO, and Treasury standards and have earned unqualified independent auditor opinions for the last several years. NTIS offers a full-service, computerized, commercial and government billing and collection program to handle your needs relating to the dissemination of information. To discuss how NTIS can help you with billing and collection services, call (703) 487-4613.

Project **Management Services**

Information Dissemination-Consulting Services

NTIS can lend its expertise as the premiere government repository on technical information to government agencies with similar warehouse- and inventory-management needs. This includes such aspects as:

- Publication assembly
- Publication and material distribution
- Warehouse management
- Inventory control

Customized Program Services

NTIS can utilize its experience and knowledge to build state-of-the-art, customized programs that meet your agency's unique requirements. Such examples include:

- Software development and application
- Feasibility studies
- Automated document storage and retrieval

Program Management

NTIS can manage a federal agency's current programs or new projects. As a federal agency, NTIS can assist you in fulfilling your agency's mission by providing on-site specialists. These specialists can provide specific technical expertise or completely manage the project or program. Projects can be an operational aspect of a larger agency program or can become a new agency initiative.

Our project team members and skilled support staff can help you with every phase of your information production and marketing program. Our program managers are chartered to see that NTIS customers get what they need when they need it, to represent customer interests within NTIS, and to provide feedback on customer issues and concerns. Periodic program reviews focus on the NTIS-customer relationship.

> For further information on
> NTIS Project Management Services, call (703) 487-4280.

Environmental Protection Agency-Superfund Collection

To be more responsive to the extensive public demand for Superfund information products, the Environmental Protection Agency placed its entire Superfund collection with NTIS. On site, at EPA, NTIS provides information dissemination services that include the following activities and programs:

- *Public Access*
- *Superfund Document Center*
- *Superfund Docket*

Benefits:

- **Reduced FTEs and Costs*
- *Single Collection Point for Improved Access to Users*

Large Project Management

Another category of NTIS' services portfolio includes large project management which involves all phases of project development, planning, and monitoring. This area often involves complex projects, necessitating different stages and subsystems. It may become a major portion of an existing agency program, or a new one, and the project life cycle may last one or more years.

Our goal is to complete your project at the agreed time and cost. The benefits from partnering with NTIS are:

- Familiarity with your agency based on prior contacts.

- Experience in setting up the functional responsibilities of the project to ensure the accountability for all activities.

- Ability to identify problems early so that corrective actions may follow.

- Experience in meeting milestones at the desired performance/technology levels.

Large scale projects are being successfully implemented with the Department of Health and Human Services' Health Care Finance Administration, the Department of Commerce's Bureau of Export Administration, the Environmental Protection Agency,, and others.

The NTIS joint venture program adds another dimension to project management. With this special authority, agencies can greatly expand their delivery of information to users. This includes both production and marketing.

**For further information on
NTIS Project Management Services, call (703) 487-4280.**

Bureau of Census

Previously, the Bureau of Census only produced the Tiger Street Index *in microfiche and CD-ROM format.*

NTIS and Census found a better way! Census creates electronic files for electronic print-on-demand publishing using the NTIS ADSTAR application. The Customer Service Branch at Census sends orders to NTIS; NTIS prints to order and delivers the document to the customer.

Benefits:

. Improved turnaround time

. Electronic storage of information

. Reduced FTEs and costs

FedWorld(R)-Online Services

FedWorld offers a cost-effective alternative to an agency building their own online information dissemination service. Let the staff of FedWorld customize your online service(s) to maximize exposure for your program or project.

Several organizations have joined the FedWorld Information Network, all sharing a common initiative, but offering different services to the general public. Many online services are offered by FedWorld, and some examples of our success stories are noted. The following services are available as a single unit or any combination thereof.

Electronic Dissemination Services

- Site maintenance and management
- Customer help desk support
- Statistical reporting

The Internal Revenue Service furnishes hundreds of federal tax forms and publications to the general public. FedWorld supports both the IRS Bulletin Board and the World Wide Web site in a technical and administrative capacity on behalf of the IRS.

Electronic Subscription Services

- Cost recoverable
- Enhance paper-based subscription services
- Incorporate legacy data from old database platforms

Due to resource limitations, the Foreign Broadcast Information Service decided to cease production on many of its hard-copy reports-specifically its *JPRS and Daily Reports.* In cooperation with FBIS, NTIS is embarking on a mission to make *FBIS Daily Reports* available electronically through the *World News Connection*^{TM} service. WNC exemplifies how federal agencies are using technology to increase their ability and efficiency in disseminating government information to the public.

To inquire about
FedWorld Online Services, call (703) 487-4241.

Electronic Information Exchange

- Two-way electronic communication
- Consensus building
- Collection of feedback

The Nuclear Regulatory Commission's IRM office was faced with the task of collecting responses of rules being proposed through the *Federal Register.* NRC elected to have FedWorld develop a service using the FedWorld Information Network's telecommunications, software, hardware, and customer support systems to electronically post proposed rules and collect comments from the public. Under this arrangement, all NRC rules appear to the user under a single system, from a number of access points, all using the same user interface. Basic help questions from users are answered by FedWorld's professional full-time help desk staff, relieving NRC staff from answering basic modem and Internet connection questions.

Project Management/Consulting

- Feasibility studies
- Evaluation of potential electronic services
- Business assistance/ processing

The Internal Revenue Service came to NTIS' FedWorld in order to provide the public with the possible electronic access to tax forms and instruction booklets. Through the World Wide Web, Internet, Telnet, File Transfer Protocol (FTP) and dial-up modem, FedWorld provided over 5 million people on the tax filing weekend (Saturday, April 12 – Monday, April 15) with the forms and booklets they needed from the convenience of their PC.

The U.S. Customs Service had an initiative to establish a presence on the Internet World Wide Web. With FedWorld's assistance and guidance, the U.S. Customs home page was made available within three months of meeting with Customs' employees for the first time. The U.S. Customs Service had no prior business analysis or process for producing information in this medium.

To inquire about
FedWorld Online Services, call (703) 487-4241.

Types of Agreements
Maintained- in the Office of Agreements
National Technical Information Service

Acquisitions (Distribution) Agreement

This standardized agreement covers the straight registration of information products into the NTIS system. This agreement defines numbers of expected products for a given year and relevant funding information.

CD-ROM and Multimedia Production Services Agreement

This agreement provides electronic media production services for federal agencies that want to convert information into electronic products; i.e., diskettes and CD-ROMs. Funds for the production service are deposited by the other agency into its NTIS deposit account. Costs for the production work are charged against the account. The other agency replenishes the account as necessary.

Joint Venture Agreement

This agreement enables NTIS to enter into partnerships with private sector organizations to invest resources and share benefits. The agreement is not a substitute for procurement, and each agreement specifies that the partner will not receive funding from NTIS. Basically, it is a value added agreement.

Comprehensive Programs (Customized Services) Agreement

This agreement covers a wide range of services that NTIS may provide for a specific agency. The type of service or product dictates customization. Under this agreement, NTIS prepares bibliographies, indexes, provides publication services, accounting brokerage services, subscription distributions, preparation of microfiche, etc. Funding is dictated by products and services provided.

NTIS Database Lease Agreement

This agreement provides public and private sector access to all items announced in the NTIS database. The agreement has been recently revised to promote wider dissemination of the database.

Other Agency Database Agreement

This agreement provides public and private sector access to machine readable databases from other government agencies. The agreement covers the lease and use of the other agency's files.

Appendix A-Submitting Your Documents and Computer Products to NTIS

The more complete the information you provide NTIS, the easier it will be for customers to locate your report. Be certain to:

- Select a title that is descriptive (customers frequently select material on title alone).
- Furnish a concise abstract that includes the purpose of the study and highlights its findings.

A good title and abstract increase the dissemination potential of your product regardless of format.

Legibility of Printed Documents

NTIS needs a high-quality, legible master copy of each document included in its collection. Once the original stock is exhausted, NTIS uses this master to print additional copies. The quality of copies NTIS reproduces is directly related to the quality of the original.

Electronic Image Documents

You may also submit your documents as electronic images. We are currently using TIFF (group 4) and Postscript image file formats, and 4mm and 8mm tape drives. Please call (703) 487-4726 for further details.

To obtain forms to submit information to NTIS, see page 43 or call (703) 487-4690.

Four easy steps for submitting material

Step 1. Describe your product

Paper and Microfiche Products – Please send a completed Report Documentation Page (SF-298) with each report. It provides the information that assures your document will be announced accurately. You need not include any information easily found in the first few pages of the report.

Computer Products – For software or datafiles on magnetic tape, diskette and CD-ROM, call the Federal Computer Products Center at (703) 487-4808.

Audiovisual Products – To submit these items, call (703) 487-4743.

Step 2. Fill out a return postcard

To verify that NTIS has received your item, enclose an Accession Notice Card (NTIS-79) with each document. NTIS will return the card to you with the order number and price of your registered item so you can refer public inquiries to NTIS. The card also gives you a record of what you've sent to NTIS. Your mailing address must be on the reverse side of each card.

Step 3. Review this checklist

- The title is descriptive.
- The publication date is on the item.
- If the item is part of a series and the other parts are available outside NTIS, provide information on where to find them.
- If the item supersedes or supplements a previous one, make a notation to that effect on the Report Documentation Page.

Documents

- All pages are present and reproducible.
- Charts, fold-outs, or maps were avoided. If they were used, see that all are numbered.
- Horizontal pages are inserted correctly.
- Any color used in illustrations will be understandable when reproduced in black and white. NTIS does not have color reproduction capability.
- The report number series is registered with NTIS (see page 41).
- Copyright statements in the report comply with the rules on page 42.
- A Report Documentation Page and an Accession Notice Card are attached.

Magnetic Tapes, Diskettes, and CD-ROMs

- Reel-to-reel tapes are IBM-compatible and recorded in 9-track, 1600 bpi or 6250 bpi density, odd parity. A reflective spot precedes the first record and an end-of-file marker follows the last record.
- Tape cartridges are IBM-compatible and recorded on a 3480 cartridge drive.
- **Each** magnetic tape is labeled with the name of producing agency, title, density and character code, number of files, volume serial number and data set name, and reel number.
- Each CD-ROM disc is labeled with the name of the producing agency and title. If more than one disc is in a set, label the number of each disc.
- **Each** diskette is labeled with the name of producing agency, title, and diskette number.
- For datafiles, record layouts and descriptions are complete and reproducible.
- If the computer product is to be updated, all updates should be sent to NTIS so the product may be sold on a continuing subscription basis. The update schedule will be included if it is available.
- Computer software includes documentation to implement the program with input and output layouts, if applicable.

Step 4. Send NTIS your Material

Documents

Send one high-quality, legible master copy and at least 10 printed copies (arrangements can be made if you do not have printed stock of your document) to:

> U.S. Department of Commerce
> National Technical Information Service
> Attn.: Receiving
> 5285 Port Royal Road
> Springfield, VA 22161

All items **funded** by the departments of Defense, Energy, and NASA should be sent to the following addresses. They will then send this information to NTIS to be included in the collection:

Send U.S. Department of Defense-funded reports to:

> Defense Technical Information Center
> Attn: ZOS Production Control
> 8725 John J. King-man Road
> Ft. Belvoir, VA 22060
> (703) 767-8222

Send U.S. Department of Energy-funded reports to:

> DOE OSTI
> P.O. Box 62
> Oak Ridge, TN 37831
> (615) 576-1261

Send NASA-funded reports to:

> NASA STI Facility
> P.O. Box 8757
> BWI Airport, MD 21240
> (301) 859-5300

Magnetic Tapes and Diskettes

Use appropriate packing material for all computer products. It is important to mail related items together as one package to ensure proper handling.

> U.S. Department of Commerce
> National Technical Information Service
> Attn.: Computer Products Division, Room 1303S
> 5285 Port Royal Road
> Springfield, VA 22161

Electronic Submission of Reports

You may choose to submit your reports to NTIS electronically using the File Transfer Protocol. FTP lets you establish a connection to a remote system; i.e., NTIS, and then transfer files to that system.

Our server Internet Protocol address or host name is: 205.128.149.120.

Before you can transfer files with FTP, you must establish a connection to the destination to which you want to transfer the files, using the following procedure:

Running FTP from Windows

A) Establish the Connection to Server:

1) From **Program Manager** double click on Chameleon icon

2) Choose the *FTP icon* to display the FTP windows

3) Choose the **Connect** menu option from the upper corner of the screen to open the dialog box

4) Enter the IP address of the remote server: 205.128.149.120, then hit <Tab> key

5) Enter user name, then hit <Tab> key

6) Enter password and hit <Enter> key
   (At this point you are able to establish the connection to the FTP server.)

B) Transferring Files-After establishing a connection, you can use the windows to transfer files.

1) Specify the file you want to transfer and directory or file to which you want to transfer it.

You can either type the name in the Directory and Files fields or choose the names from the window's list boxes. Local files and directories are specified on the left side of the window, and remote files and directories are specified on the right side.

When specifying file and directory names, you can:

- Change to another directory by either double-clicking the directory name or by typing the name in the local or remote Directory field and then choosing Change button.

- Create a file or directory by typing its name and then choosing the **Create.**

- Remove or rename a file or directory by selecting it and then choosing the appropriate button **(Remove** or **Rename).**

2) Specify a file transfer mode by selecting **Binary mode.**

3) Transfer the file.

The left Append, Copy and View buttons signify append, copy, or view remote-to-local.

The right buttons signify Append, Copy, or View local-to-remote.

If you need additional help with these procedures, please call (703) 487-4634.

Other Guidelines

Selecting titles

A strong, clear title is often the most critical element in creating interest to a document or computer product.

- Do not begin a title with a number or a year
- Do not use the following phrases in the title: "Final report on . . . . " "Annual report of . . . . " "Report on project . . . ." "Software on . . .," or "Program of . . .." Instead, put that information in a subtitle.
- Avoid little-known acronyms and abbreviations-unless you also spell them out. Spell out the names of chemicals.

Report Number Series for Your Organization

If you submit more than one item, NTIS can create a report number series for your organization that makes it easier to track and catalog reports. If you are already using a system, NTIS can register your existing series.

NTIS has been designated by the National Information Standards Organization as the central authority to maintain a registry of report numbers. For more information, call the NTIS Standard Technical Report Number Service at (703) 487-4643.

Document Appearance

Remember: Quality In – Quality Out. NTIS can provide higher quality copies of your documents when the master copy meets the highest standards. Be sure to:

- Prepare your document using black ink on 8 1/2 x **11** inch white paper. Provide at least one sharp, legible copy for successful duplication.
- To ensure document is reproduced in the order originally designed, paginate sequentially from beginning to end (including introductory pages).
- Use color only when absolutely necessary. If color must be used, code colors in the margin of the page so that black and white reproduction is possible.

Copyrighted Material

If the document to be disseminated by NTIS or any part of it is copyrighted or otherwise restricted, a letter signed by the copyright owner or authorized representative must accompany the document. The letter must assign the copyright to NTIS or grant NTIS a release or permission to reproduce and sell the document.

If the U.S. government has been granted authority to reproduce and sell by virtue of a contract or otherwise, the following statement *must* be on the cover or title page:

> *The U.S. Government is authorized to reproduce and sell this copyrighted work. Permission for further reproduction must be obtained from the copyright owner.*

If the U.S. government does not have authority to reproduce and sell, but the copyright owner has granted authority to NTIS, the following statement *must* be on the cover or title page:

> *NTIS is authorized to sell this copyrighted work. Permission for further reproduction must be obtained from the copyright owner.*

Items written by U.S. government employees as part of their official duties cannot be copyrighted in the U.S. Accordingly, if any of the authors of a copyrighted document are a U.S. government employee, a letter must accompany the document justifying the claim of copyright.

Translations by U.S. government employees made from text published in a country signatory to the Berne Copyright Convention must contain a signed statement in Box 12a of the Report Documentation Page (SF-298) or in a letter addressed to NTIS with one of the following statements:

> *The original text is not copyrighted.*

Or,

> *The U.S. government has been authorized to reproduce and sell this copyrighted work. Permission for further reproduction must be obtained from the copyright owner.*

Appendix B-
Forms and Additional Information

The following forms are used to submit your information items to NTIS; your may use photocopies of these forms (excluding NTIS-79).

To order by mail, please return this form, noting the quantity desired. Some of these forms are downloadable at: http://www.fedworld.gov/ntis/servform.htm

QUANTITY

_____ Accession Notice Card (NTIS-79)
Submit one with each item.

_____ Report Documentation Page (SF-298)
(downloadable) Submit one with each
printed item.

_____ Electronic Submission of Computer Products
to NTIS (downloadable) Submit one with
each computer product.

_____ Federal Audiovisual Production Report
(SF-202) Submit one with each audiovisual
product.

_____ Mandatory Title Check (SF-282)
(downloadable) Submit one with each
audiovisual product.

_____ Copyright Release Form
(downloadable)

Yes, I would like to receive the following publication(s). These publications are also available for download at http://www.fedworld.gov/ntis/catalogs.htm

QUANTITY

_____ *NTIS Catalog of Products and Services*
(PR-827LNO)

_____ *Executive Summary of NTIS Services for
Federal Agencies* (PR-870LNO)
(additional copies of this handbook)

_____ *ATPA In A Nutshell*
(Public Law 102-245, Section 108, American
Technology Preeminence Act of 1991)

Send your requests to:

National Technical Information Service
Office of Marketing and Sales
5285 Port Royal Road
Springfield, VA 22161

Ship to address:

CUSTOMER MASTER NUMBER (if known)		DATE	
ATTENTION/NAME			
ORGANIZATION		DIVISION/ROOM NUMBER	
STREET ADDRESS			
CITY	STATE	ZIP CODE	
PROVINCE/TERRITORY		INTERNATIONAL POSTAL CODE	
COUNTRY			
PHONE NUMBER	FAX NUMBER		
CONTACT NAME	INTERNET E-MAIL ADDRESS		