

Designing, Producing and Disseminating eBooks and eMagazines

June 22, 2016

eBook Market Trends

- eBook revenue grew nearly 40% in 2010
- Revenue continued to grow from \$1.045 billion in 2011 to \$1.518 billion in 2014.
- Annualized eBook revenue in 2015 was \$1.35 billion, or around 30% of the book market.
- Most of the remaining 70% was print.

Source: Association of American Publishers

Federal Agencies Continue to Inquire About Digital

- Budget cuts are putting publishing projects on hold
- Digital viewed as less costly to produce
- White House directives to post online, instead of print
- Immediacy of information
- Ease of updating

Many of the costs of producing print and digital are similar:

Types of costs – Print

- Editorial
- Design
- Formatting
- Printing
- Warehousing
- Shipping
- Marketing and Promotion
- Customer Support

Types of costs – Digital

- Editorial
- Design
- Formatting
- Conversion
- Web Related
- Marketing and Promotion
- Customer Support

If Going Strictly Digital -or- Strictly Print

- You run the risk of not reaching substantial portions of your target audience.
- eBooks make up around 30% of all publications
- Print still makes up the other 70%
- Most eBook sales to date have been “trade” publications, not “academic”.

Current Trend in Publishing

- Print AND digital.
- 90% of professional (Science, Technical, Medical, etc.) publishers, 76% of college publishers, and 63% of corporate publishers provide eBooks *in addition* to print, rather than *in place* of print.

Source: Aptara's Fourth eBook Survey of Publishers, September 2012

GPO eBook Services

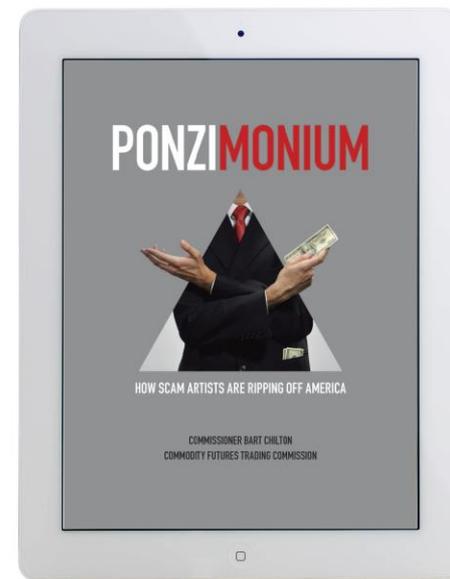
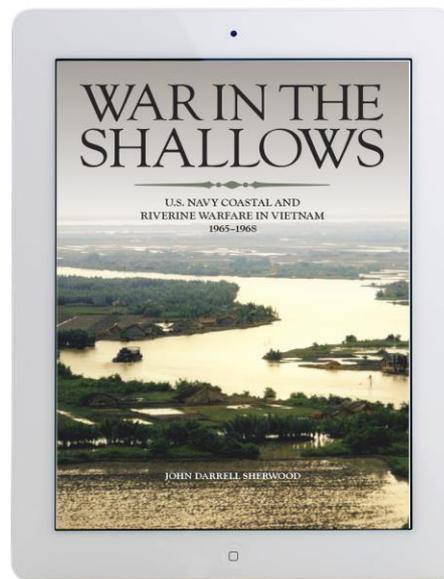
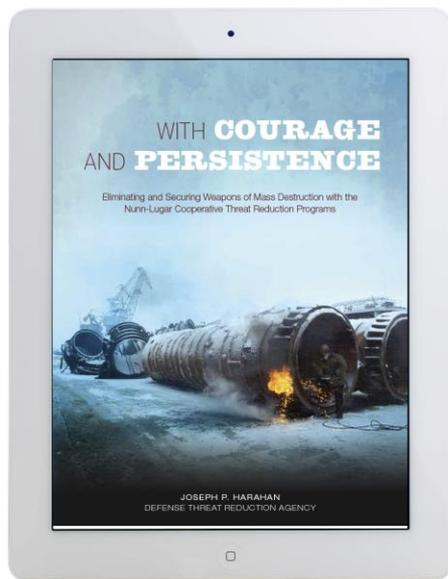
Provides convenient ways to help Federal Agencies:

- Design your content
- Produce your content
- Disseminate your content

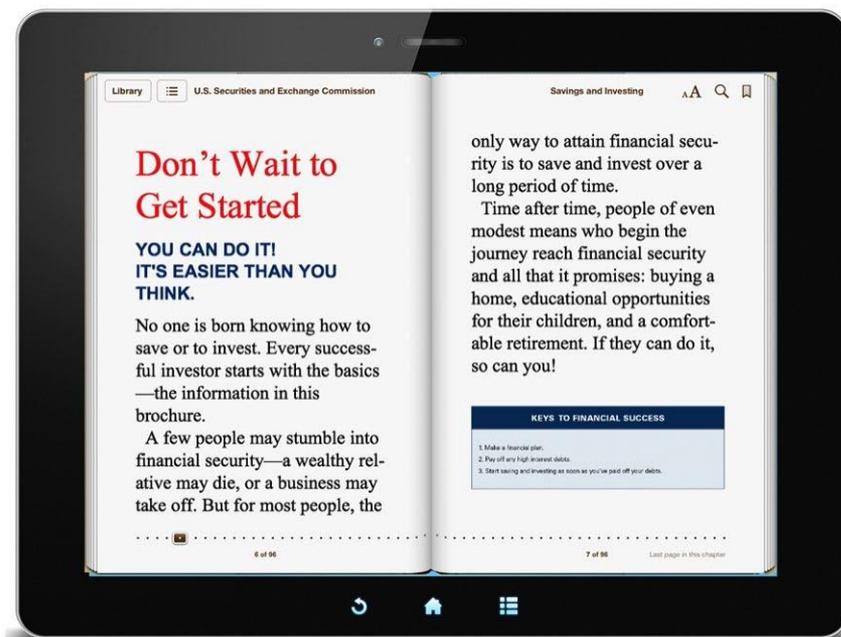
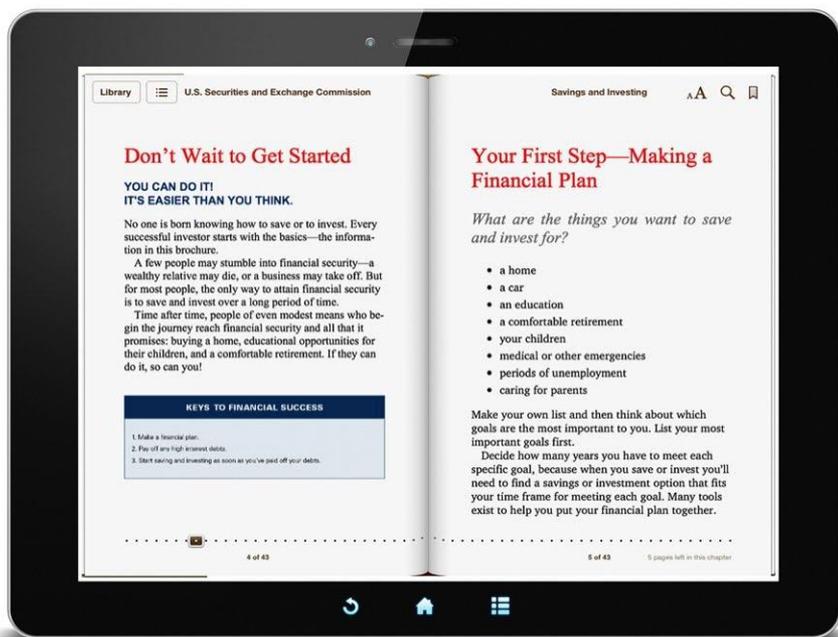
Design and eBook Development



Design Considerations | Cover



Design Considerations | Text Reflow



Design Considerations | Print to eBook

THE MAGICIAN

it had over 100 limited partners. The partners were completely unaware that Forte, the only individual who had authority to make day-to-day decisions concerning the operation of the partnership, had been operating it as a Ponzi scheme from day one.⁷

Where did all the money go? Other than the quarterly fraudulent account statements that Forte conjured up and passed through an accountant—who happened to be one of the original three limited partners—he had little to show for his success as an investor. In fact, from 1998 through 2008, he lost more than \$3 million trading commodity futures. From October 2004 through July 2007, Forte barely traded at all, and from October 2002 through February 2007, Forte didn't deposit any funds in the commodity pool's trading account.⁸ Following the Ponzi format, Forte used investor money to pay both interest and principal to some investors, while the rest went directly to his own accounts. Forte paid himself generous management and incentive fees

based on the artificial value he attributed to the commodity pool.⁹ Forte used these funds to build his stature, or rather his facade, in the community.¹⁰ In addition to purchasing multiple cars, jewelry, and a beach house on the Jersey Shore, Forte invested in at least 16 small businesses and was wildly generous to area charities.¹¹

How did this scheme grow so large and endure for so long? Well, it ballooned and sustained itself because investors were not only receiving quarterly statements from an accountant showing that the value of the commodity pool had grown to over \$14 million, but they were receiving actual returns. Plus, investors were paying taxes on those returns, because Forte made sure that everyone received federal tax forms setting out their taxable profits from the commodity pool.¹²

Forte's act seemed too good to be true, but by creating a complete fiction, it was hard for regulators and investors to discover the truth. Throughout the scam, Forte never registered with any regulatory body, nor were his quarterly



FORTE BOUGHT A BEACH HOUSE, JEWELRY AND SEVERAL CARS USING MONEY FROM THE FUND.

36

CLAIMS

>100

AMOUNT COLLECTED

>\$78,500,000

LOST IN TRADING

>\$3,000,000

PONZIUMONIUM

PRISON SENTENCE

15 YEARS

APPROX. RESTITUTION

\$35,000,000

PENALTIES

\$35,000,000

account statements ever properly vetted by an independent accountant. Only when news of the Madoff scandal hit did some investors begin to question Forte about the health of the commodity pool and request return of their investments. Unable to make additional payments without soliciting new investors, Forte came clean with authorities.¹³ Of the original \$78 million, it remains unclear how much will ultimately materialize. In an attempt to recover as much as possible, the court has appointed a receiver to assist in selling the houses, cars, and jewelry. In addition, the investors who received fictitious profit payments will, in all likelihood, be forced to return them.

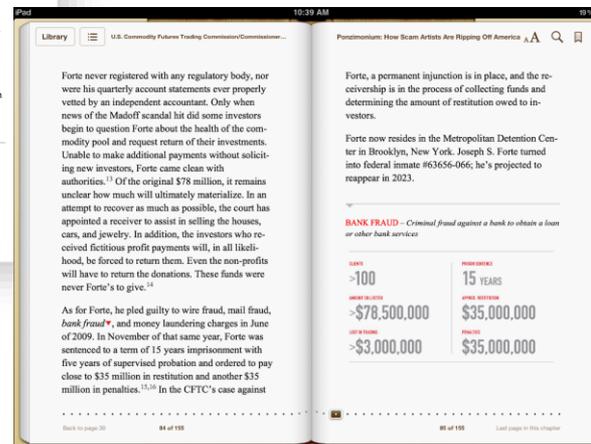
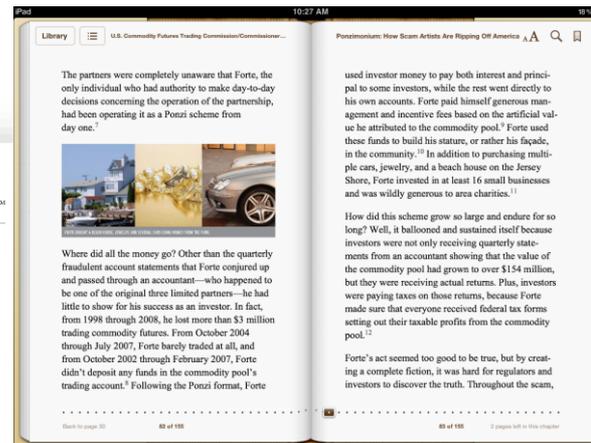
Even the non-profits will have to return the donations. These funds were never Forte's to give.¹⁴ As for Forte, he pled guilty to wire fraud, mail fraud, bank fraud,¹⁵ and money laundering charges in June of 2009. In November of

that same year, Forte was sentenced to a term of 15 years imprisonment with five years of supervised probation and ordered to pay close to \$35 million in restitution and another \$35 million in penalties.^{15,16} In the CFTC's case against Forte, a permanent injunction is in place, and the receivership is in the process of collecting funds and determining the amount of restitution owed to investors.

Forte now resides in the Metropolitan Detention Center in Brooklyn, New York. Joseph S. Forte turned into federal inmate #63656-066; he's projected to reappear in 2023.

BANK FRAUD – Criminal fraud against a bank to obtain a loan or other bank services

37



Design Considerations | Graphics



Planning

Target Audience

- Consumer vs. Academic (K-12 to graduate student) vs. Professional

Consider Best Formats /devices

- Tablet, Smartphone

Think about how content will be viewed

- Re-flowable
- Static
- Video

Formats

E-Pub 3.0 (Largest number of devices)

- Re-flowable content
- Fixed layout used for children's books and textbooks.
- Fixed layout ideal for tables and charts within ePub file documents

MOBI/KF-8* (Kindle)

- Re-flowable content
- Fixed layout option available

Standard Web PDF (or enhanced PDF)

- No text reflow / static - but includes linking
- Preferred by academic channels
- 300 dpi
- Format most often viewed on desktops and laptops

Layout | Must have's

Table of Contents

- The main navigation system for all eBook content
- Accessed from the Contents button on every e-reader/tablet device
- Accessible from any page within the eBook

Chapter Headings

- Support easy navigation

Layout Options

Links

- Footnotes— can be hyperlinked to the Chapter Endnotes or end matter of the book.
- Index

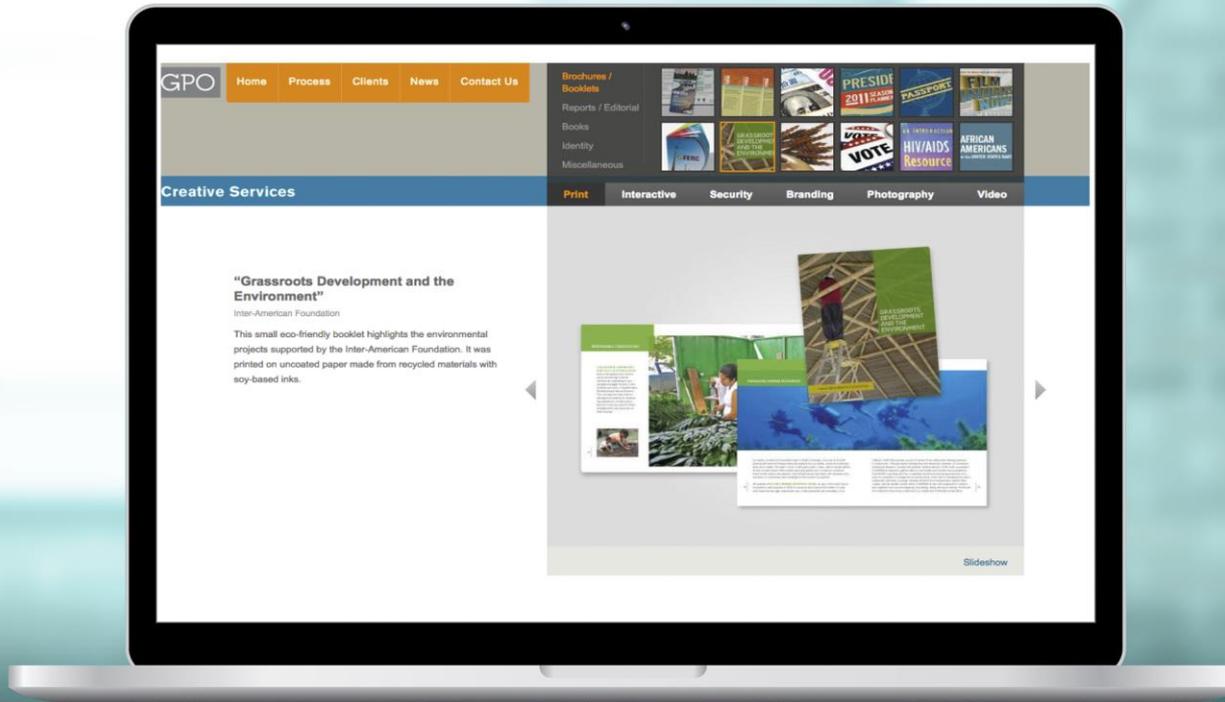
Pop-up windows

- Footnotes
- Acronym Definitions
- Glossary Terms

Layout Enhancements

Images, Video and Audio

- Pixel size or resolution matters with eBooks
- Apple will reject any files that contain over 4 million pixels
- Be selective about images or video
- Consider linking additional images to your website



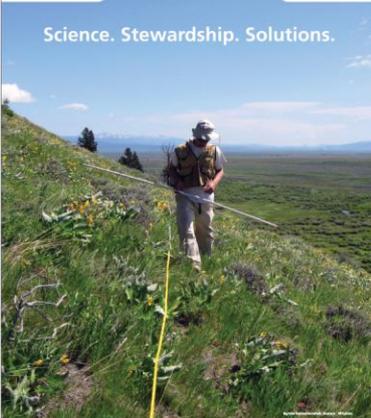
CREATIVE SERVICES



Natural Resource Stewardship and Science

EXPLORE nature

Science. Stewardship. Solutions.



National Park Service
U.S. Department of the Interior



Natural Resource Stewardship and Science

in the FLOW



National Park Service
U.S. Department of the Interior



Natural Resource Stewardship and Science

protect & RESTORE



National Park Service
U.S. Department of the Interior

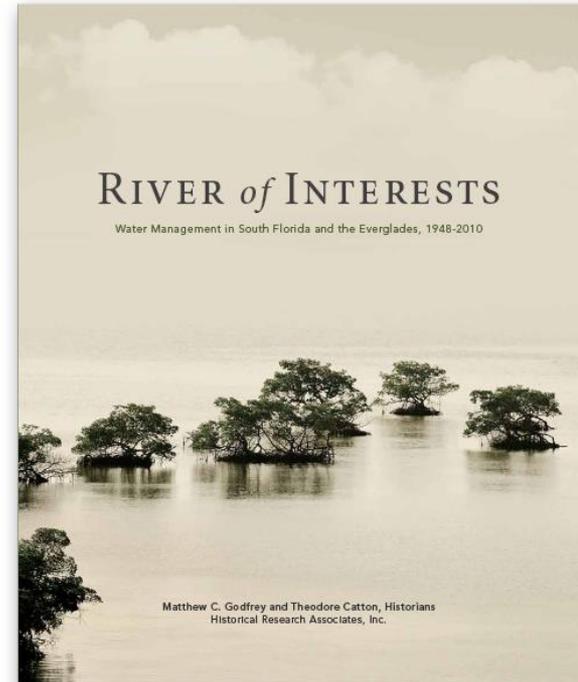
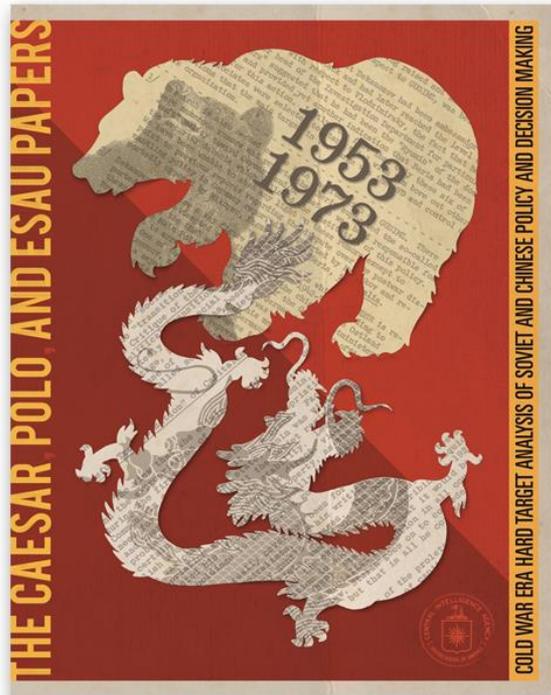


Natural Resource Stewardship and Science

share & INSPIRE



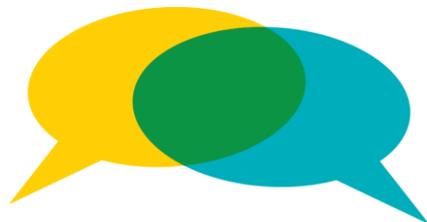
National Park Service
U.S. Department of the Interior





COMMERCIAL
DIPLOMACY
INSTITUTE

INTERNATIONAL TRADE
ADMINISTRATION



Motivational Interviewing
TRAINING PROGRAM



PROTECTING THE PUBLIC
SERVING OUR NATION

creativeservices@gpo.gov

GOVERNMENT-TO-GOVERNMENT DESIGN



Ebooks and eMagazines Production Tools

- eBook Format Considerations
- Conversion Services Overview
- E-Conversion Services –GPO Process

Conversion Services Overview

Judgement Considerations:

- What device will your end user have to view your content?
- Should the eBook be formatted to meet the lowest common denominator of devices available in the marketplace? (broadest platform dissemination)?
- What is best way to format the content (present it) so the concept is easy to grasp?
- Will there be full penetration of the content with enhanced elements that are not available on all devices in the marketplace?

Conversion Services

Basic Specifications:

- Page count
- Expected deliverable files - for return to agency
- Inside File Metadata - Request vendor to include this for greater discovery of content both online and within channel platform
- Accessibility tagging for images, colors, etc.-
 - Will the native content files already contain proper tagging?
 - Will the vendor be required for file tagging?
- Native content file formats commonly used for conversions:
 1. InDesign file -- lowers conversion costs
 2. MS Word file
 3. PDF file –increases conversion costs

Conversion Services

Detailed Specifications:

- Define any markup coding that vendor will need to make to accommodate specific content elements for layout or accessibility not present in your native file
- Rich media or content element placements for easy end user navigation across multiple devices will need markup coding to be executed correctly
- Customized interior screen shots often are required by Apple for submissions of certain content, such as juvenile

GPO Conversion Services – Items needed for Estimates

- Files (PDF or Native InDesign)
- Previously Printed Sample
- Number of Pages
- Original Size
- Intended Distribution Channels and file format(s)

- Estimate Range: \$1-\$5 per page without any rich media elements

Documents Needed for Procurement

GPO SF-1

GPO 952

SF-1 PRINTING AND BINDING REQUISITION to the Public Printer of the United States

CLASSIFICATION * Conf Sec SBU Yes No PFI No EXEMPT FROM REQUIRED DISTRIBUTION TO FEDERAL DEPOSITORY LIBRARIES Strictly for administrative or operational purposes Copyright Not published with Federal funds

FROM (Department or Government Establishment) BUREAU/OFFICE JACKET NO. (For GPO Use Only) Red Black Blue REQUISITION NO. *

PUBLICATION TITLE QUALITY LEVEL DATE PREPARED

QUANTITY (Units of Finished Product) FINISHED PRODUCT Books/Pamphlets Forms (Sheets) Labels Sets Run (Premium Surcharge Authorized) Open Requisition CD/DVD Envelopes Other

PREVIOUS JACKET REG. NO. (If Reprint) FORM NO. ISBN IF AVAILABLE ONLINE "Yes" No

THIS ORDER RIDES (Department) (Requisition No.) (Jacket No.) STRAP WITH REQUISITION NO.

GPO IN-HOUSE SERVICES (Prior contact required for each service—attach estimate) GPO In-House Distribution Services Security & Intelligent Documents Graphic and Multimedia Design Web Services Freight Other Mailing Storage Mailing List Maintenance Secure Federal Credentials

BILLING ADDRESS CODE (BAC) * AGENCY LOCATION CODE (ALC) APPROPRIATION CHARGEABLE/OBLIGATION NO.

PURCHASE CARD NO. (If Known) (Call for Purchase Card No.) EXP. DATE NAME AS IT APPEARS ON PURCHASE CARD

PHONE NO. OF CARDHOLDER EMAIL OF PURCHASE CARDHOLDER TREASURY ACCT. SYMBOL (145)

LINE OF ACCOUNTING/DOCUMENT REFERENCE NUMBER (Who Will Appear on IFAC as Entered)

FURNISHED (Electronic media must include Form 952) Files sent via FTP or email CD/DVD Copy Negative Other Chg. Materials to be furnished by (ISSUE)

PROOFS Contact High Resolution Prior to Production Samples Electronic Soft Proofs DAYS DEPT. WILL HOLD PROOFS _____ No. of Hours Notice _____

DELIVER PROOFS TO (PO Box not acceptable, include contact phone number)

COVER PAPER (CQP number (If Known) and Grade, Color, Finish and Basis Weight) COVER (RNG) (Black, 4-Color Process, Pantone #) COVER COATING TYPE List Other Paper & Ink Materials Below in Additional Information

TEXT PAPER (CQP number (If Known) and Grade, Color, Finish and Basis Weight) TEXT (RNG) (Black, 4-Color Process, Pantone #) TEXT COATING TYPE

DIGITAL PRINT RECEIVABLE One Side Head to Head Head to Foot INDICATE WHICH COVERS PRINT A B C D E F G H I J K L M N O P Q R S T U V W X Y Z OTHER

SIZE (LET (Inches) FORMAL SETS, PADS FOLD TO) SIZE (TRIMMED) PAGE (FOLD) BOOKS/PAMPHLETS NO. OF TEXT PAGES PAPER COVERS (SAT) (SEPARATE)

STITCH (Sewn) (Backst) (Elastic) (Paste) (Looseleaf) TAPE (Comb) COIL PERFECT BOUNDS SEW CASE BOUNDS (Material and Color)

PAD/BLETS (Sheets (Sewn) (Backst) (Elastic) (Paste) (Looseleaf) CARBON (Punch) (In Pad) (In Set) (Required) INTERLEAF/DRILL (No. of Holes) (Diam.) (Holes Center to Center) (Position) COVER (Spine (Fold) (Color) Ink (Color)

COLLATE (Export) TAB DIVIDERS (Height of Tab) (Position)

REQUESTED DELIVERY DATE XRAFT WRAP SHRINK FILM BAND IN SETS SUITABLE OTHER PACKAGING (Specify) PACK-IN CARTONS

DELIVER PRODUCT TO: RETURN FURNISHED MATERIALS TO:

Distribution List Attached Digital Deliverables Requested - Format Native PDF Supplemental Information Attached

FOR ADDITIONAL INFORMATION CONTACT (Name) TELEPHONE PRICE APPROVAL REQUIRED IF EXCEEDS \$ _____

EMAIL FAX ESTIMATE (For GPO Use Only) INCLUDES Yes No FREIGHT Yes No

* Certifies that this work is authorized by law and necessary to the conduct of the business of the above-mentioned Government establishment.
 Requisition Form 1, April 2010
 The 44 of the U.S. Code Compares 1410

AUTHORIZING SIGNATURE (Must be on file with GPO) Title PREVIOUS EDITION NOT USABLE



FOR GPO USE

Jacket no. _____
 Program no. _____
 Print Order no. _____

PREFLIGHT

GPO

Initials _____
 Date _____
 Software _____

Agency

Initials _____
 Date _____
 Software _____

Digital Publishing Information

This form should be completed and submitted with the electronic media, visuals, camera copy (if any) and the SF-1 or GPO Form 2511.

CUSTOMER

Jacket no. _____ Agency/Department _____ Date _____
 Program no. _____ Agency Requisition No. _____ Job Title _____
 Print Order no. _____ Name of Person Completing the Form _____ Phone No. _____
 Digital Publishing Technical Contact _____ Mobile No. _____
 E-mail _____ Phone No. _____

COMPUTER OPERATING SYSTEM AND MEDIA

GPO PC System Version _____ MAC System Version _____ Other _____
 CD Qty. _____ DVD Qty. _____ Other _____ Qty. _____
 Internet file transfer: Upload to contractors site Available for download

SOFTWARE

Name(s) of page layout (or other) program used _____ Version _____
 Name(s) of program(s) used for illustrations/drawings _____ Version _____
 Name(s) of program(s) used for scans, photos, & bitmapped images _____ Version _____
 Name(s) of other program(s) used _____ Version _____
 Files are supplied in: Native Format PDF Version description _____
 Types of files (pg, tiff, eps, etc.): _____

FONTS

All fonts used in the layout and supporting graphic files **MUST BE FURNISHED**. If fonts are not furnished, issues such as text reflow, font substitution and loss of menu style (italic, bold, etc.) may occur.

Set attached file directory for font listing Fonts are furnished Fonts are not furnished
 Reason for fonts not being furnished _____

FILE DIRECTORY

A file directory should be generated and furnished along with this FORM 952. The file directory should clearly show files for output (layout, supporting graphics and fonts).

COLOR IDENTIFICATION SYSTEM USED

Pantone (list pantone numbers) RGB CMYK (Four Color Process) Other _____

VISUALS SUBMITTED

Were changes made to any file(s) after the visual was made? Yes No
 Was the visual made at less than 100%? Yes No
 Color Composite - No. of Pages _____ Color Separated - No. of Pages _____ Black & White - No. of Pages _____
 Printed Sample Supplied Folding Dummy Supplied Covers and Text Pages Labeled

MISCELLANEOUS CHECKLIST

Do files require bleeds? Yes No If YES, have bleeds been supplied on furnished files? Yes No
 Are all graphics linked properly (avoid cutting & pasting)? Yes No

NOTES

Completing Your Standard Form (SF-1)

- Use comments section at bottom of the form to state the nature of the project (conversion of what content to what type of eBook format)
- Attach additional instructions for vendor in an MS Word Document (preferred)

SF-1 PRINTING AND BINDING REQUISITION to the Public Printer of the United States

* Required Fields JACKET NO. (For GPO Use Only) Red Black Blue REQUISITION NO. *

CLASSIFICATION * Classified <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No SBU <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No PII <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		EXEMPT FROM REQUIRED DISTRIBUTION TO FEDERAL DEPOSITORY LIBRARIES <input checked="" type="checkbox"/> Strictly for administrative or operational purposes <input type="checkbox"/> Copyright restriction <input type="checkbox"/> Not published with Federal funds	
FROM (Department or Government Establishment) GPO		BUREAU/OFFICE Publication & Information Sales	
PUBLICATION TITLE Why choose eBook Dissemination thru GPO		QUALITY LEVEL	DATE PREPARED
QUANTITY (Units of Finished Product) 3 different formats		<input type="checkbox"/> Rush (Premium Surcharge Authorized) <input type="checkbox"/> Open Requisition <input type="checkbox"/> Books/Pamphlets <input type="checkbox"/> Forms (Sheets) <input type="checkbox"/> Labels <input type="checkbox"/> Sets <input checked="" type="checkbox"/> Other e conversions <input type="checkbox"/> Pads <input type="checkbox"/> CD/DVD <input type="checkbox"/> Envelopes	
PREVIOUS JACKET/REQ. NO. (If Reprint)		FORM NO.	ISBN
THIS ORDER RIDES (Department)		(Requisition No.) 16-20160203	(Jacket No.) 16-20160113
GPO IN-HOUSE SERVICES (Prior contact required for each service—attach estimate) <input type="checkbox"/> Graphic and Multimedia Design <input type="checkbox"/> Web Services <input type="checkbox"/> Preflight <input type="checkbox"/> Other		GPO In-House Distribution Services <input type="checkbox"/> Mailing <input type="checkbox"/> Storage <input type="checkbox"/> Mailing List Maintenance	
BILLING ADDRESS CODE (BAC) * 20160203000		AGENCY LOCATION CODE (ALC) Washington, DC	
PURCHASE CARD		APPROPRIATION CHARGEABLE/OBLIGATION NO. 20160203001	
TAS: Sub-level Prefix Code		LINE OF ACCOUNTING/DOCUMENT REFERENCE NUMBER (Info Will Appear on IPAC as Entered)	
PURCHASE CARD NO. (Call for Card No.)		NAME AS IT APPEARS ON PURCHASE CARD	
EXP. DATE		PHONE NO. OF CARDHOLDER	
FURNISHED (Electronic media must include Form 952) <input type="checkbox"/> Files sent via FTP or Email <input type="checkbox"/> CD/DVD <input type="checkbox"/> Copy <input type="checkbox"/> Negative <input checked="" type="checkbox"/> Other FTP only-deliverable formats below Qty: <input type="checkbox"/> Materials to be furnished by (date):			
PROOFS <input type="checkbox"/> Content (Qty) <input type="checkbox"/> Inkjet (Qty) <input type="checkbox"/> High Resolution (Qty) <input type="checkbox"/> Prior to Production Samples (Qty) <input type="checkbox"/> Electronic Soft Proof		DAYS DEPT. WILL HOLD PROOFS 03-05 <input type="checkbox"/> No. of Hours Notice	
DELIVER PROOFS TO (PO Box not acceptable, include contact phone number): SFTP sudocs-sales-agency2			
COVER PAPER (JCP number [If Known] and Grade, Color, Finish and Basis Weight)		COVER INK(S) (Black, 4-Color Process, Pantone #)	COVER COATING TYPE
TEXT PAPER (JCP number [If Known] and Grade, Color, Finish and Basis Weight)		TEXT INK(S) (Black, 4-Color Process, Pantone #)	TEXT COATING TYPE
DIGITAL PRINT ACCEPTABLE <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		INDICATE WHICH COVERS PRINT 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/>	
PRINT One Side <input type="checkbox"/> Only <input type="checkbox"/> Head to Head <input type="checkbox"/> Head to Foot <input type="checkbox"/>		EMBOSS PERFORATE SCORE POSITION NUMBERING (Inclusive) to Ink (Color)	
SIZE FLAT (Inches) FORMS, SETS, PADS		SIZE TRIMMED PAGE (Inches) BOOKS/PAMPHLETS	
FOLD TO (Inches)		NO. OF TEXT PAGES	
STITCH (Side) (Saddle) (ULC) PASTE ON FOLD LOOSELEAF TAPE COMB COIL PERFECT BOUND SEW CASE BOUND (Material and Color)		PAPER COVERS (Self) (Separate)	
PAD/SETS (Position) (Sheets in Pad) (Sets in Pad) (Sheets in Set) (Chipboard Required) CARBON INTERLEAVE PUNCH/DRILL (No. of Holes) (Diam.) (Inches Center to Center) (Position) STAMP TITLE (Bindery) Cover Spine Foil (Color) Ink (Color)		TAB DIVIDERS (Height of Tab) Width of Cut (1/5 etc.) (Position)	
COLLATE (Explain)		OTHER PACKAGING (Specify)	
REQUESTED DELIVERY DATE 02/20/2016 proofs final by 04/29/2016		KRAFT WRAP SHRINK FILM BAND IN SETS SUITABLE OTHER PACKAGING (Specify) PACK IN CARTONS	
DELIVER PRODUCT TO: SFTP to sudocs-sales-agency2		RETURN FURNISHED MATERIALS TO:	
<input type="checkbox"/> Distribution List Attached		Digital Deliverables Requested - Format: <input type="checkbox"/> Native <input type="checkbox"/> PDF <input checked="" type="checkbox"/> Supplemental Information Attached	
ADDITIONAL INFORMATION 1 title --3 formats -See ADDITIONAL INSTRUX FOR VENDOR(S) MS Word document ATTACHED enhanced ePub file with audio media Standard Web PDF file for Academic Channels MOBI file -text with images - no interactivity, animation, or audio			
FOR ADDITIONAL INFORMATION CONTACT (Name)		TELEPHONE	<input type="checkbox"/> PRICE APPROVAL REQUIRED IF EXCEEDS \$
EMAIL		FAX	ESTIMATE (For GPO Use Only) INCLUDES FREIGHT <input type="checkbox"/> Yes <input type="checkbox"/> No

Sample SF1

GPO-Conversion Services

Always include submission person's email address on all pages of SF1 and on attached instructions, along with product title

See Next Slide(s)

Attached Instructions to Vendor should include:

- Specifications document
- Requirements document

- For the bid process, your specifications document should be as detailed as possible

- Requirements document contains your “MUST HAVE” expectations, such as:
 - Section 508 compliant accessibility with all deliverable files
 - Inside file metadata completed per your instructions

- Send SF1 (with attached instructions) to GPO Requisitions desk:
requisition@gpo.gov or to GPO Agency Procurement Teams (Customer Services)

Conversion Services Contacts

All e-conversion services bids and awards are routed through the GPO –Agency Procurement Services Teams (GPO Customer Services)

GPO –Agency Procurement Services Teams

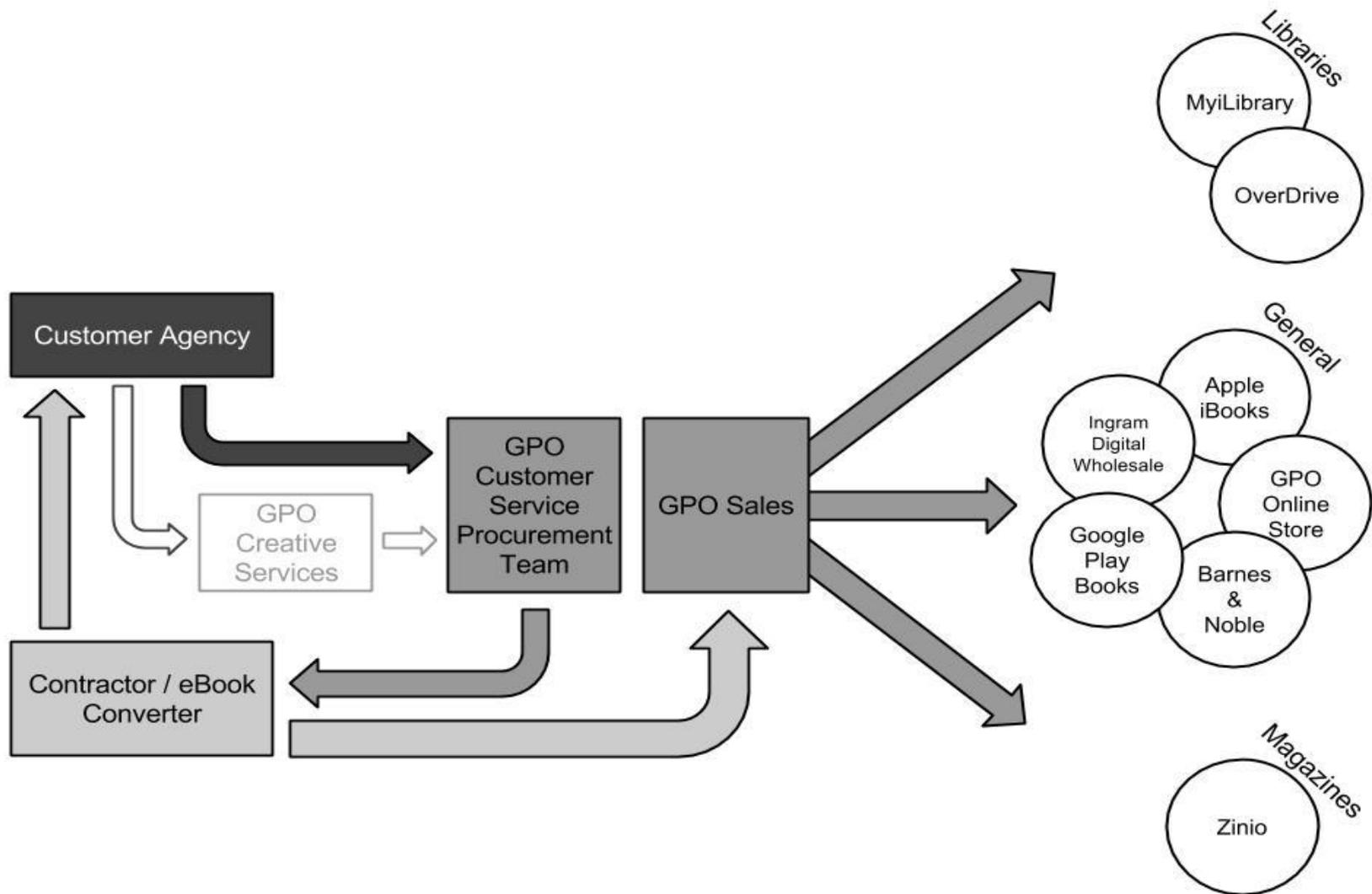
Website link to find appropriate team contacts for your agency :
<https://www.gpo.gov/customers/ast.htm>

Team #1 – Edris Rhinehart-Manager –aps-team1@gpo.gov

Team #2 – David Ward – Manager –aps-team2@gpo.gov

Team #3- Jamie Fowler- Manager –aps-team3@gpo.gov

Agency Procurement Services Teams Chief:
Julie Hasenfus – jhasenfus@gpo.gov



GPO Can Help:

Disseminate your content

Through Trade Channels:

- US Government Online Bookstore
- Google Books and Google Play
- Barnes and Noble.com
- Apple iTunes Store
- Overdrive (Public Libraries)
- Ingram Digital Distribution
- Firebrand
- Zinio (Digital Magazines)

GPO Can Help:

Disseminate your content

Through Academic Channels:

- EBSCO (Academic Libraries)
- MyiLibrary (Academic Libraries)
- AcademicPub (College Professors)
- Rittenhouse (Medical)
- Federal Depository Library System
- Federal Digital System (FDSys)

GPO Can Help:

Disseminate your content

Through Print on Demand:

- Amazon Print on Demand
- OnDemand Books/Espresso Book Machine

GPO Can Help:

Disseminate your content

Through Print Storage and Shipping:

- Laurel Warehouse
- Pueblo Warehouse
- Federal Citizen Information Center

eBook Dissemination Options

- If eBooks sold to the public, agency pays no setup or promotion charges
- If eBooks free to the public, agency pays setup and promotion charges

Dissemination Channels – Value to Federal Agencies

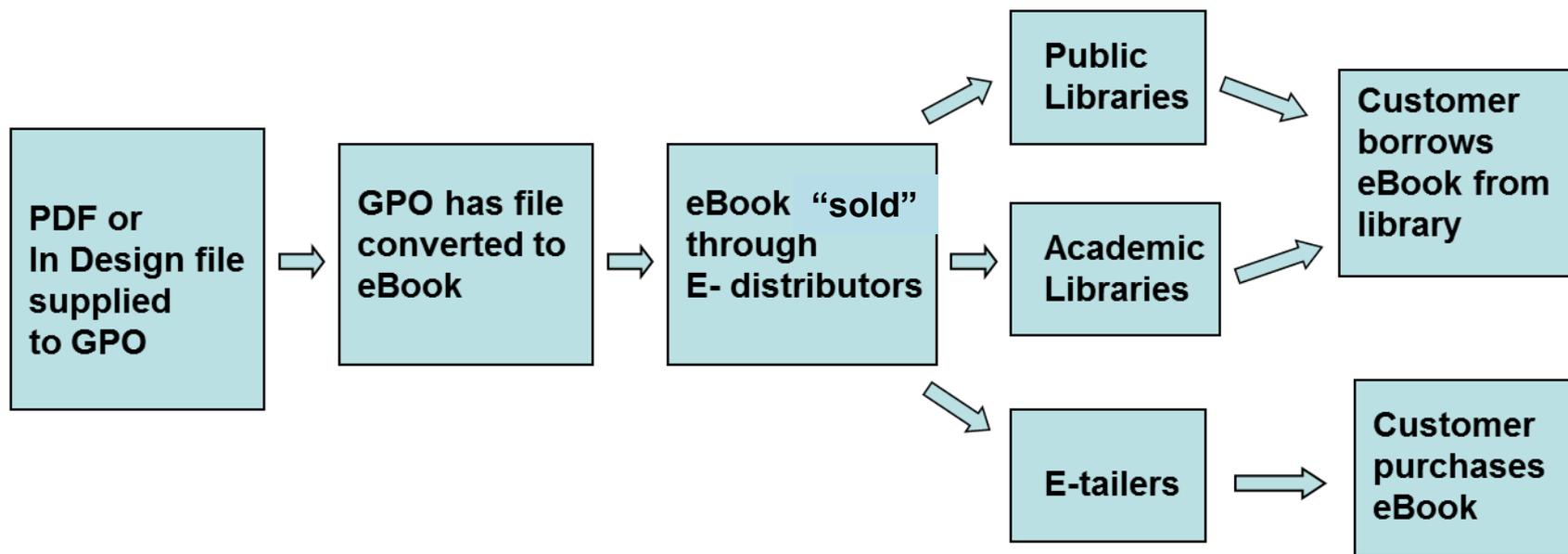
- Increase public awareness of Federal titles
- Place your content where readers normally are looking for it
- Give more exposure to your Federal agency's mission
- Some channels (Google, Amazon) permit readers to browse your content before purchasing
- It's FREE to Federal agencies if GPO sells the content.

GPO Can Help:

Promote your content

- US Government Online Bookstore
- Government Book Talk Blog
- New Titles by Topic Email Service
- ONIX Feeds
- Metadata/Search Engine Optimization
- Product Releases
- Print Catalogs and Fliers

Work Flow – Public Libraries, Academic Libraries, eRetailers (Apple, Google, etc.)



Maryland's Digital eLibrary Consortium

Powered by OverDrive



Menu



Account



Help

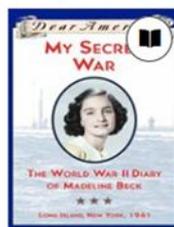


Advanced Search

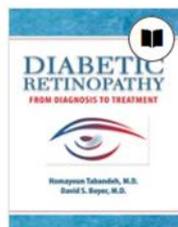
<p>Featured Collections</p> <ul style="list-style-type: none"> In Theaters and Coming Soon New Audiobooks Recently Returned Hidden Gems All Collections... 	<p>eBook Fiction</p> <ul style="list-style-type: none"> All Fiction Classic Literature Comic and Graphic Books Historical Fiction View more... 	<p>eBook Nonfiction</p> <ul style="list-style-type: none"> All Nonfiction Biography & Autobiography Business & Careers Computer Technology View more... 	<p>Children & Teen</p> <ul style="list-style-type: none"> Children Fiction Children Nonfiction Teen Fiction Teen Nonfiction View more... 	<p>Audiobook Fiction</p> <ul style="list-style-type: none"> All Fiction Classic Literature Drama Historical Fiction View more... 	<p>Audiobook Nonfiction</p> <ul style="list-style-type: none"> All Nonfiction Biography & Autobiography Business & Careers Current Events & Politics View more...
--	--	---	--	--	---

New eBooks

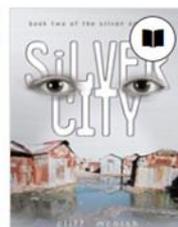
[View more...](#)



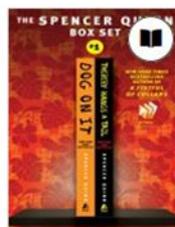
My Secret War
Mary Pope Osborne



Diabetic Retinopathy
David S. Boyer



Silver City
Cliff McNish



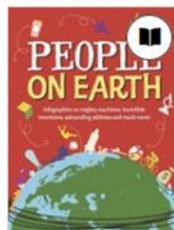
The Spencer Quinn
Spencer Quinn



Furniture Makeovers
Barbara Blair



Welcome to Dead House
R. L. Stine



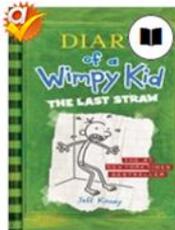
People on Earth
Jon Richards



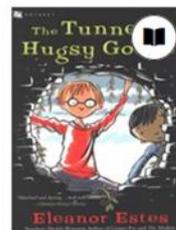
More Than This
Patrick Ness



The Wild One
Danelle Harmon



The Last Straw
Jeff Kinney

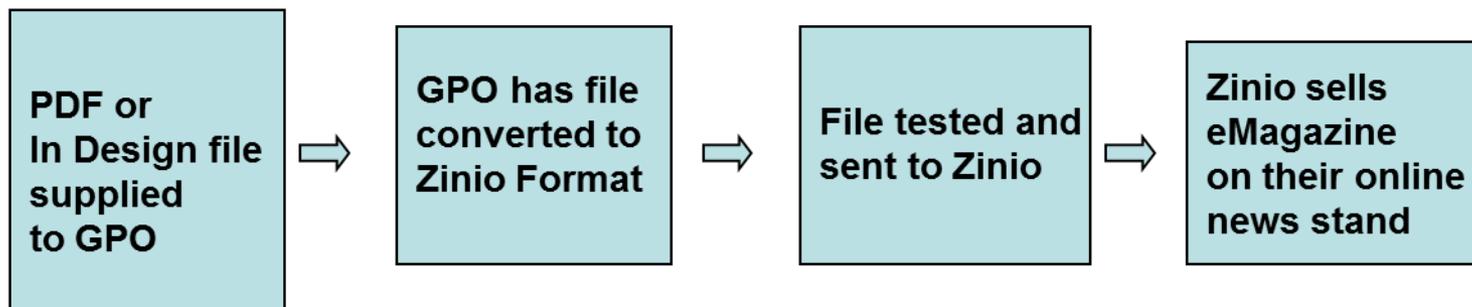


The Tunnel of Hugsy Go
Eleanor Estes

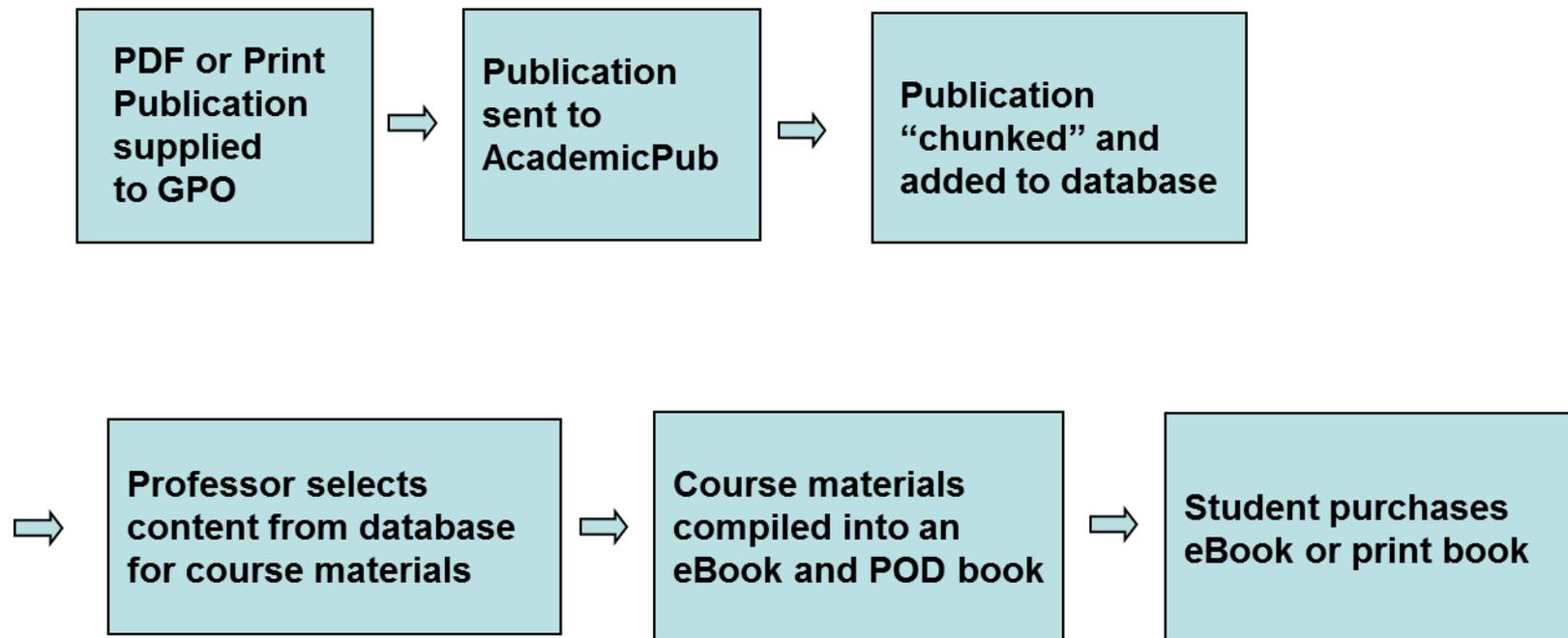


Hunted Guardian
M.D. Grimm

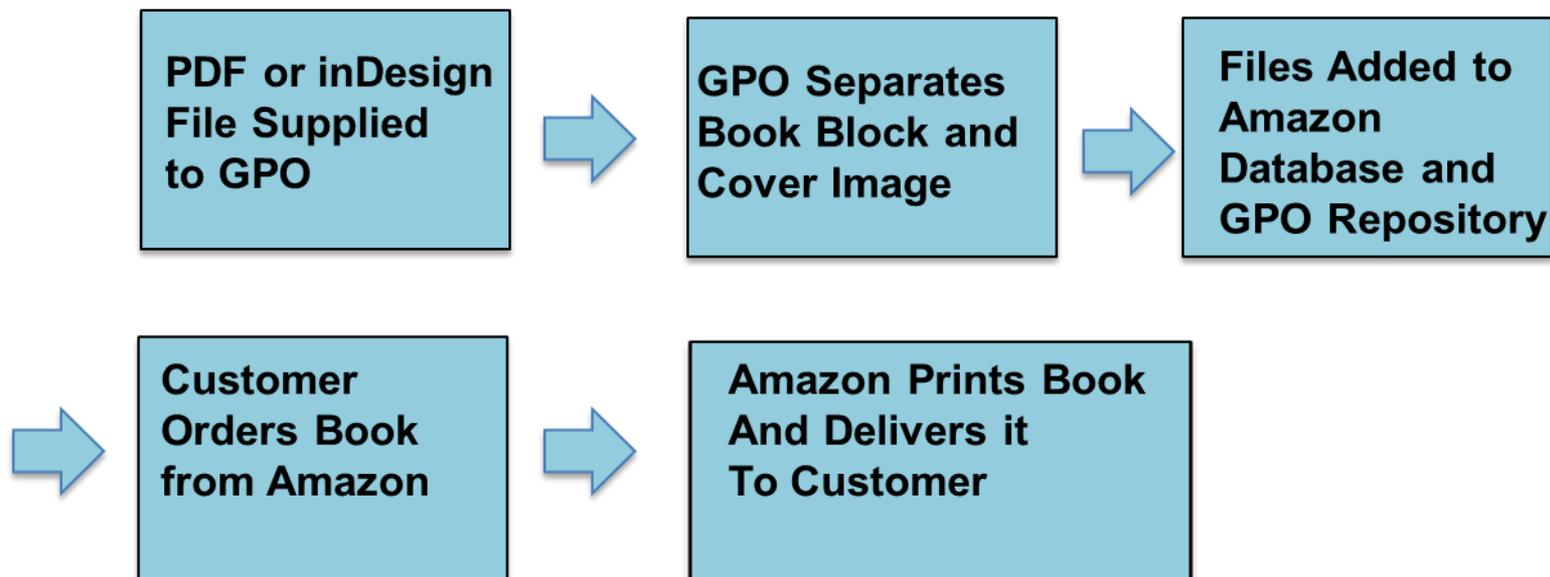
Zinio eMagazine Work Flow



AcademicPub Work Flow - Print on Demand



Amazon Work Flow



Best of All:

- No RFP is required
 - Government-to-government source
 - One simple form to get started



United States Department of Agriculture

Case Study: Development of USDA Team Nutrition *MyPlate* eBooks



Designing, Producing, and Disseminating
eBooks and eMagazine Symposium

Government Printing Office

June 22, 2016

Mimi Wu, MS, RD

Nutritionist

USDA Food and Nutrition Service

Child Nutrition Programs

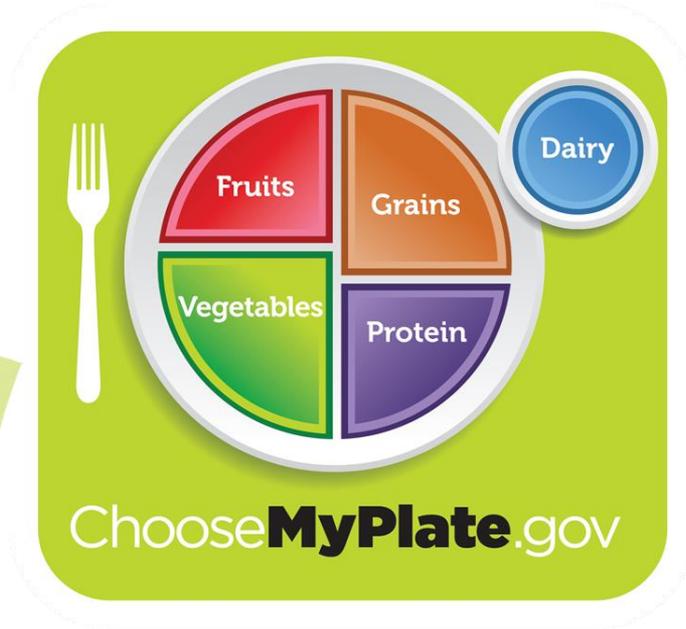
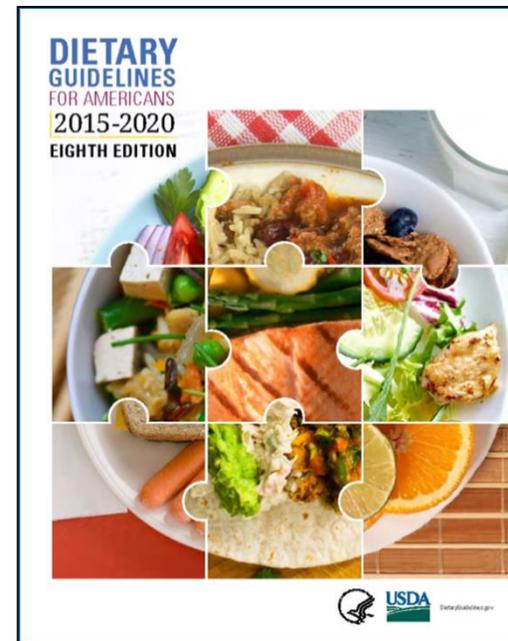
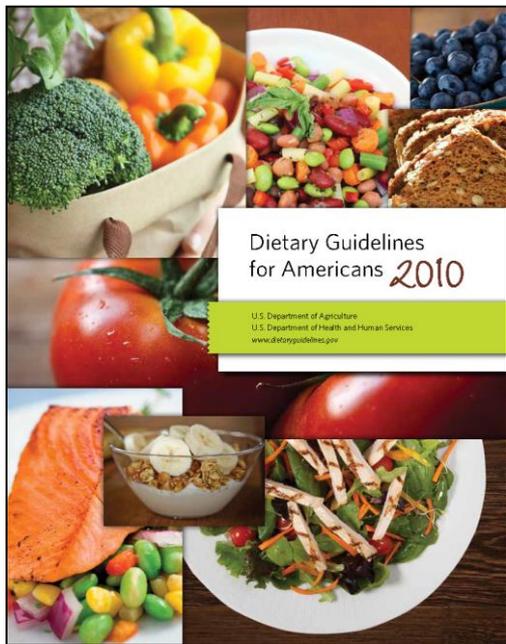
Initiative of the USDA's Food and Nutrition Service to support the Federal Child Nutrition Programs



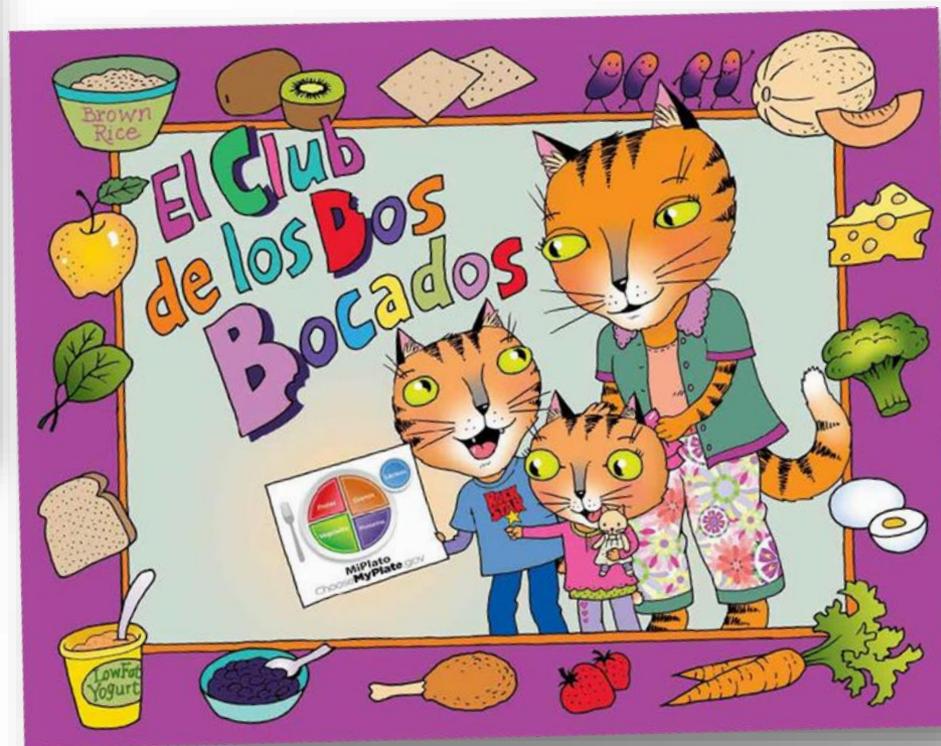
Provides curricula, posters, parent handouts, and other resources free of charge to schools, child care sites, and summer meal operators.

Aims to improve children's lifelong eating and physical activity habits

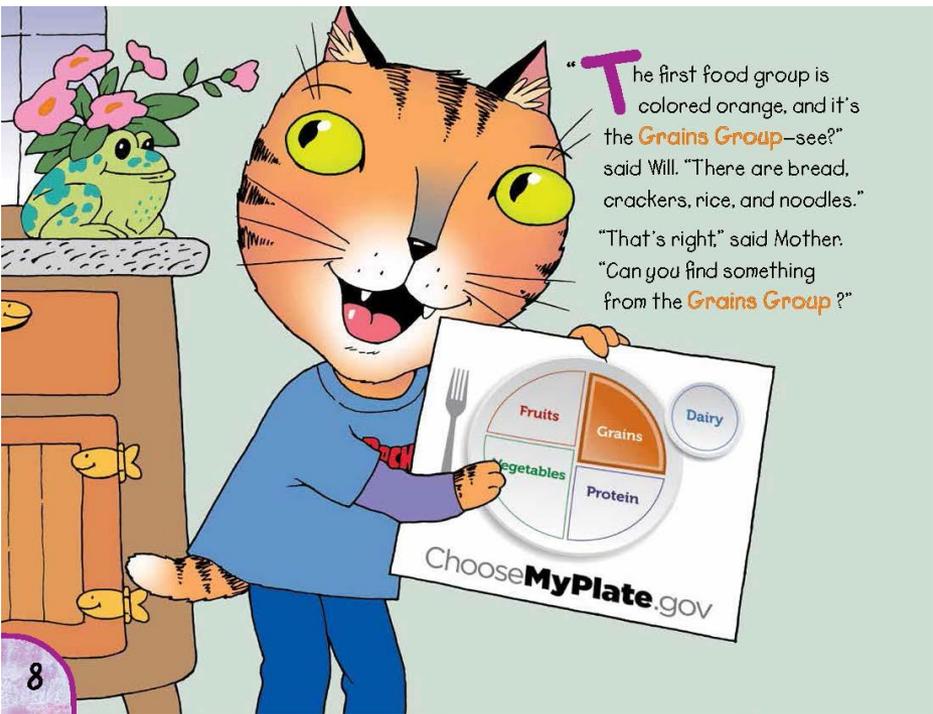
Meet MyPlate



The Two Bite Club

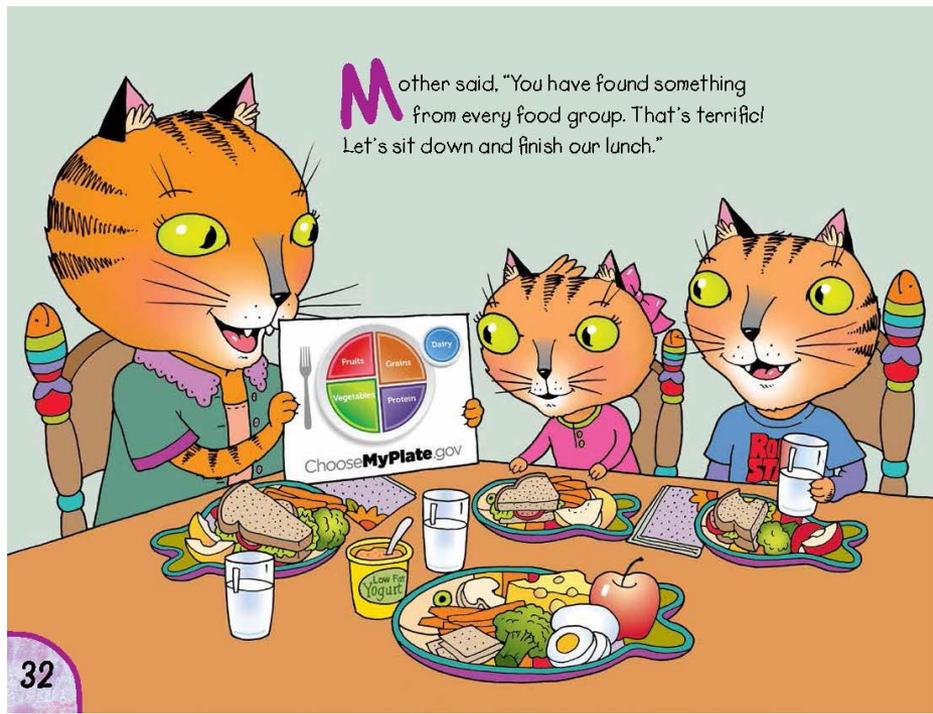


The Two Bite Club



“The first food group is colored orange, and it’s the **Grains Group**—see?” said Will. “There are bread, crackers, rice, and noodles.”

“That’s right,” said Mother. “Can you find something from the **Grains Group**?”



“Mother said, ‘You have found something from every food group. That’s terrific! Let’s sit down and finish our lunch.’”

The Two Bite Club



Draw a line from the food to the correct food group.

whole wheat crackers

broccoli

yellow apple

low-fat yogurt

hard-cooked eggs

Tips for Growing Healthy Eaters

- ★ Parents and caregivers can be great role models for children. Let children see you trying and enjoying new foods. Kids copy what they see and hear.
- ★ Have your child choose a new food as you shop. Trying a new food is more fun for kids when they pick it out themselves. Letting kids help as you prepare food also improves children's willingness to try new foods.
- ★ When you are introducing a new food to your children, encourage them to try at least a bite or two. But stay away from forcing your children to taste if they are not interested. Remember: try and try again. Some kids need to try a new food many times before they like it. It's normal for kids to be cautious at first.
- ★ Family meals are important for everyone. Eat at a table. During mealtimes, turn off the TV and your phone.
- ★ Time snacks carefully—at least two to three hours before meals, and keep snacks small. If your child is still hungry, he or she can ask for more. Skip the urge to offer a snack to quiet tears or reward behavior. These practices can lead to emotional overeating later on.
- ★ Healthy food choices aren't the only thing needed to raise healthy kids. Children should be physically active at least 60 minutes each day. Limit screen time and media use (this includes watching TV, movies, playing video games, and computer time). The American Academy of Pediatrics strongly discourages media use for children 2 years old or younger. For older children, the Academy advises no more than 1 to 2 hours per day of educational, nonviolent programs, which should be supervised by parents or other responsible adults in the home. They also discourage parents from placing a television set in their child's bedroom.

For more specific information on food and nutrition for you and your family, go to: www.choosemyplate.gov/preschoolers.html

Discover *MyPlate* Emergent Reader Mini-Books

- Part of Discover *MyPlate*: Nutrition Education for Kindergarten
- Set of 6 mini-books that feature:
 - High-frequency sight words
 - Simple sentences
 - Repetition

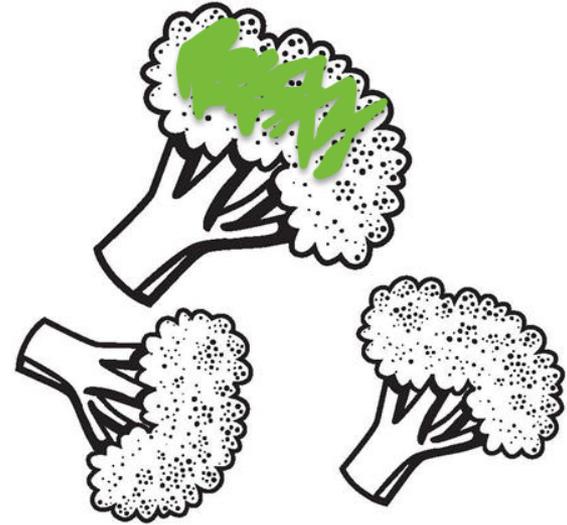


Vegetables

Reggie Veggie



Sight words:
I, have



I have broccoli.

Discover MyPlate
Emergent Readers:
Teacher's Edition



Team Nutrition eBooks

- Discover *MyPlate* Emergent Readers
- Two Bite Club
- El Club de los Dos Bocados
- Available for free download for iOS devices, Android devices, and Personal computers
- ~12,500 downloads in first 6 months of release

New: MyPlate eBooks from Team Nutrition!



Download to your computers, smart phones, tablets, and other mobile devices at: <http://www.fns.usda.gov/tn/myplate-ebooks>

Literacy Enhancing Features



I eat fruit.



We have five food groups.

USDA United States Department of Agriculture

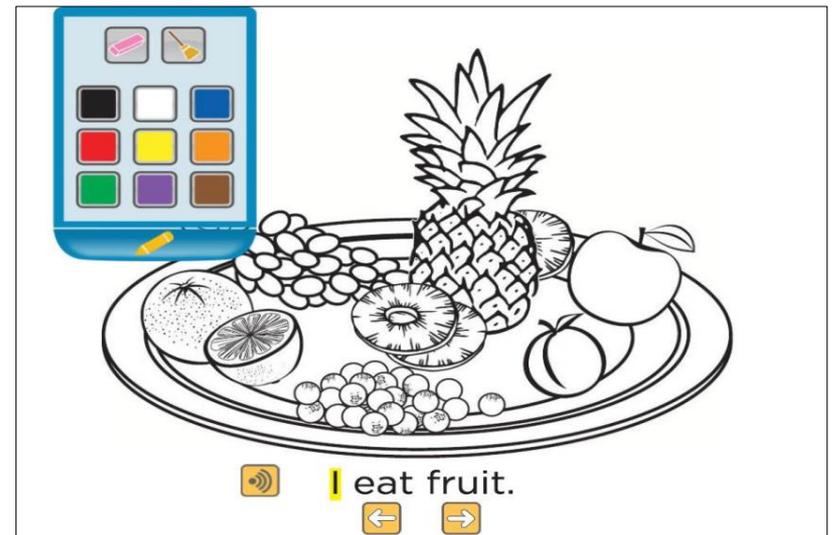
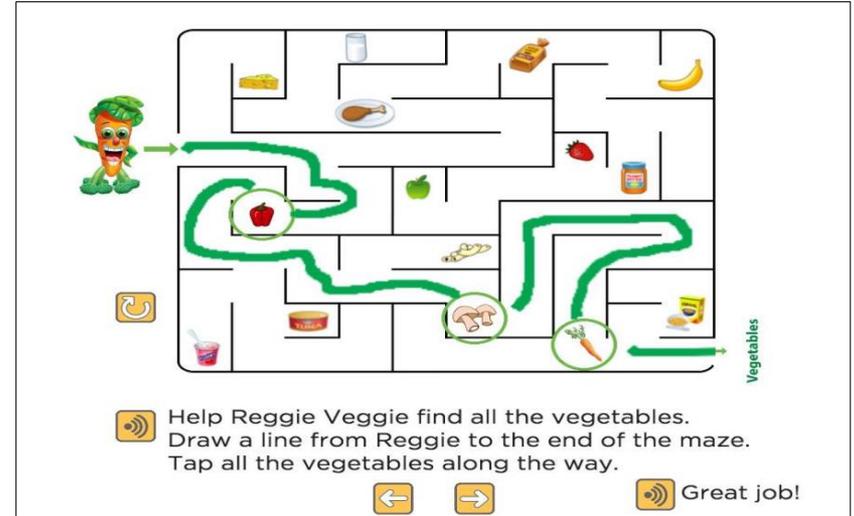
Farrah Fruit

Fruits

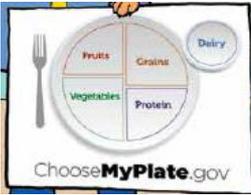
Discover MyPlate

Sight words: the, is, eat, are, I

Interactive Activities



Here's a Story (board).....

Screen#: 5	Comment: Two Bite Club English	Description	Art
Main Display			
		<ul style="list-style-type: none"> • No text • Navigation to previous/next screen • Add Draw Tool Box • Popup <p>Alt Text Use Alt text from InDesign file</p>	<ul style="list-style-type: none"> • Page background Art • Add a glow around paper of MyPlate on table. Example of glow – it does not need to be green.  <ul style="list-style-type: none"> • Large popup version of MyPlate – use version with color text and outlines. X in circle at top right (close button). 
Functionality			
Add All Screens Functions			
<p>Add a glow around the MyPlate image on the table. This is a hotspot. When tapped a larger version of the MyPlate paper appears over the screen. (Or should we add "Tap MyPlate.") Add audio icon next to individual words – no highlighting. (Page 44 has audio recording file #) X at top closes the popup</p>			

Testing 1, 2, 3...

No	Review Stage	Screen ID	Review Description	Review Status	Verification Status	Questions/Comments
Kobo	Draft 2	6 and 7 - r	audio for rice (next to the bowl) gets cut off on B/W screen The "Done" audio icon is not playing Grain_TB_14			
iPad & Kobo	Draft 2	9 Build Jar	I believe the hotspot is too far to the left and not over the audio icon.			
All	Draft 2	9 Build Jar	The single kernel of popcorn is now missing. I think it is on top of the other kernels. It needs to be on the left side. See Image tab.			
iPad & Kobo	Draft 2	9 Build Jar	The redone (replay) icon is very touchy. I tapped it once and it reacts as if I tapped done. It needs to re-set the screen. You can move it right so it is not were the done button appears. if this helps.			
			When the screen opens do not show draw palette or "Use the draw tool, too." Edit audio so it only "Drag grains...Jane Grain."			
			Add palette after "done" is tapped...and then add audio and words on the screen that say "Use the draw tools, too!" under "Hello, Jane Grain!" and re-do button.			
all	Draft 2	9 Build Jar	The re-do button will refresh the screen to the original state. No stamps or drawings on Jane and text returns to "Drag grains...Jane Grain."			
iPad & Kobo	Draft 2	9 Build Jar	Undo will remove the last two items that were dropped.			
All	Draft 2	9 Maze	Undo does not remove any drawing from the bottom and far right of the maze.			
			I like grain audio button for rice still needs to be moved next to the rice bowl			
			build jane when I hit done, my jane grain disappeared and the jane grain on the cover showed up instead (ipad)			
			hello jane on the ipad mini--the redone/replay button turns the drawing into the jane grain that's on the cover, rather than resetting			
			drag grain froze after adding a few elements to jane--ipad mini			

[Emergent Readers] are ok for first graders, but mostly it's for Kindergarteners. They are pretty baby-ish. We already knew everything in those books.

[The book] taught us how to be healthy and strong, to try new foods, to be the best ever!

Trying new foods is good for us! I need to eat vegetables to be healthy and strong!



Distribution Channels

- Team Nutrition Web site:
 - <http://www.fns.usda.gov/tn/myplate-ebooks>
- iTunes Store
- US Government Online Bookstore
 - Homepage:
<https://bookstore.gpo.gov/ebooks>
 - Browse by Agency:
<https://bookstore.gpo.gov/agency/254>

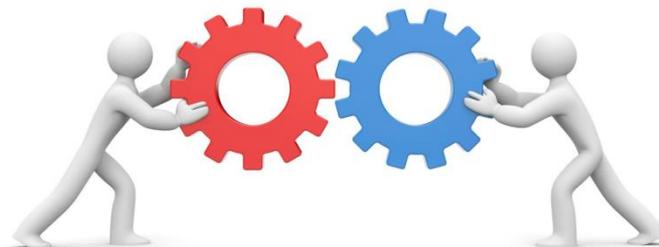
Compatible Devices

- iOS devices via iBooks
- Android devices via the free eReader Kobo
- Personal computers via the eReader Readium, using Google Chrome



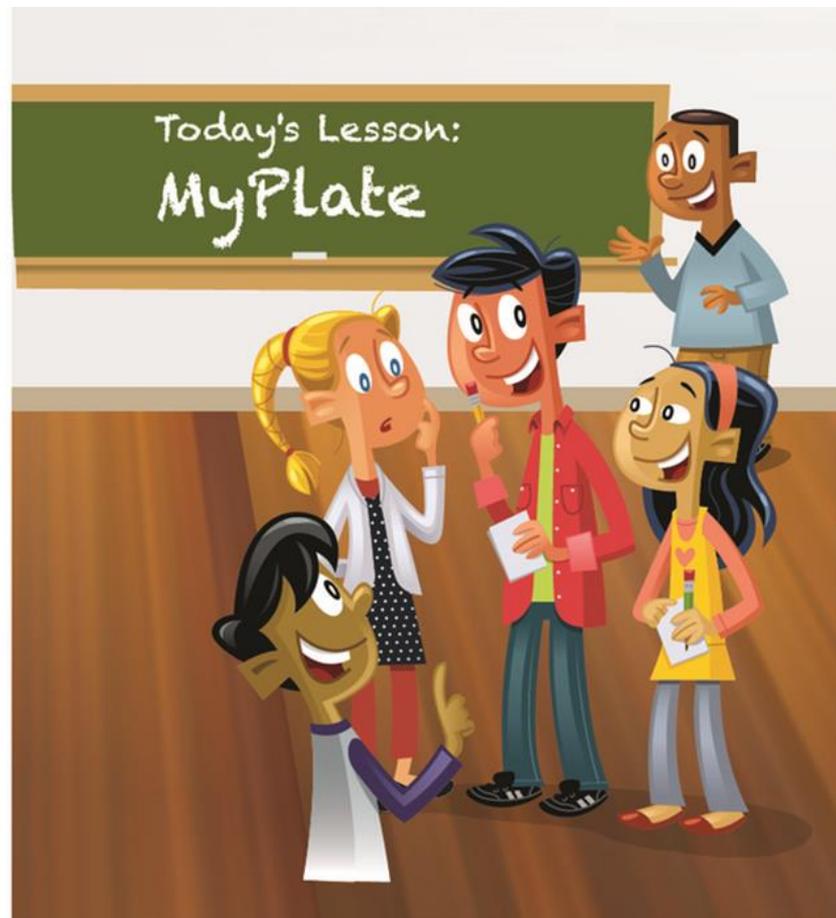
Working With GPO

- ONIX Metadata Information Template
 - Metadata
 - ISBN Assignment
 - File Validation
- Liaison to Apple/iTunes
- Distribution to iTunes and GPO Bookstore



Lessons Learned

- Consult with all parties early on
- Test drafts using many devices, with many people with different levels of experience with technology
- Have fun and be creative



Thank you!



<http://teammnutrition.usda.gov>

TeamNutrition@fns.usda.gov
Mimi.Wu@fns.usda.gov

@TeamNutrition