These guidelines cover the basic steps to follow when producing external publications and other communications tools for the Office.

LACOE Publications Procedures

Do you want to produce a LACOE publication — brochure, pamphlet, newsletter, flier, event program, poster?
The LACOE Communications Department is here to help.
The department exists to promote LACOE and all its units and divisions. (As part of that promotional functional, the department is responsible for maintaining the written and visual standards of LACOE communications, especially material designed for an external audience.)

General procedures for creating LACOE publications:

- **Obtain your division director’s approval for the project.**
- **Consult with a communications specialist.** Our communications specialists and graphics experts will work with you to create the right approach for your project at the right price.

Your communications specialist will:

- Set the scope and focus and budget
- Guide you on style and format
- Give you practical assistance on clear, effective language, and forceful presentation
- Prepare a workable timeline to make sure you meet your deadline (allowing sufficient time for reviewing, rewriting, editing approvals, layout, proofreading, printing, and distribution)

Preparing text: *The publication’s text must conform to LACOE style. A consistent “branding” of text and graphics helps raise constituent awareness of, and appreciation for, the Office and its programs.*

Obtaining copyright and permission to reprint copyrighted material is the responsibility of the author, not the Communications Department. Secure copyright and/or reprint permissions before printing.

If you plan to sell the publication, make sure you have filled out the proper paperwork. For this, contact Accounts Receivable.

**LACOE logo and Board listing:** An approved LACOE logo must be on the front cover of all publications and be prominently featured in all external communications. (For detailed guidelines on use of the LACOE logo, see the “Graphic Standards” section of this toolkit.) As a general rule, major external publications must also have a listing of the current officers and members of the County Board of Education.

**Obtaining a “PIN” for your publication**

**LACOE PIN policy:** The purpose of the Publication Identification Number (PIN) policy is for quality assurance, and to maintain clear and consistent organizational identification.

Generally, any material intended for a widespread external audience or broad public use must be reviewed and approved for a PIN by the Communications Department prior to printing or duplication. The PIN must be printed somewhere on or in the material.

**Works that typically require a PIN:**

- Brochures
- Calendars
- Conference folders
- Major event programs
- Fact sheets
- Guidebooks and handbooks
- Marketing and promotional products
- Newsletters

**NOTE:**
The division or program that prints or produces the publication or material should provide Communications with six (6) copies of the finished product.

**Materials generally EXEMPT from the PIN requirement:**

- Bulletins
- Correspondence
- Documents (to and from government sources)
- Grant applications and RFPs (requests for proposal)
- Internal staff development/training materials
- LACOE Board materials (reports, handouts, etc., prepared for Board)
- School site materials (e.g., certificates, fliers, handouts, letters)

(* These procedures can also be found in the *LACOE Stylebook.*)
Criteria for Approval

The PIN is a tracking number based on the date and other information. For recordkeeping, a PIN approval “receipt” is sent by Communications to the requestor.

The Communications Department will issue a PIN if the work meets the following four criteria:

1. It is approved by the division/program director or by an authorized designee.
2. An official LACOE logo appears on the front cover or front area, and is prominently sized (if practicable).
3. It contains a list of the County Board of Education, and the superintendent’s name. (NOTE: Exceptions to this are allowed on a case-by-case basis by Communications.)
4. Assignment of a PIN, which must be printed/displayed somewhere on the work (unless this requirement is waived due to space or other limitations).

Any publication or work that does not meet these criteria will not be issued a PIN, and thus will not be forwarded by Communications to Reprographics. If a PIN has not been assigned, or an assigned PIN is not visible on a work submitted for duplication, Reprographics will:

- not print or duplicate the work, and
- notify the Communications Department.

Sanctions for Non-Compliance

Unless a work undergoes significant changes, the same PIN can be approved for reprints, but that determination is made on a case-by-case basis by Communications.

A division or program could face sanctions by LACOE for printing, producing, or distributing unauthorized works — that is, those without a required PIN.

As has been the case since the policy first went into effect in 1998, the responsible division or program may be blocked by the Business Operations/Controller offices from using LACOE-related funds to pay for such unauthorized materials.

This action may require the responsible LACOE personnel to be financially accountable for the unauthorized work.