



# CAT Publishing Arts Facts

## Services and Products

Publishing Arts, a specialty staff within CAT, consists of skilled and experienced writers, editors, and graphic designers who provide a full range of publication services including:

- ❑ Project planning and analyzing;
- ❑ Writing and editing;
- ❑ Layout and design;
- ❑ Print preparation and coordination; and
- ❑ Electronic and traditional distribution.

Staff members also provide consultation services for various Microsoft and Adobe software applications.

Publishing Arts adapts services and products to meet individual client needs. We review documents and contribute advice and comments, collaborate on projects from initial concept to final delivery, or provide any publication service between project inception and distribution. This flexible, collaborative opportunity is available for any size or type of communication project. Products include brochures, research reports, journal articles, environmental impact statements, land management plans, and others.

## Process

A Publishing Arts employee speaks with the client to determine and refine a project's scope. A Project Estimate is drafted by Publishing Arts and reviewed by the client to establish a not-to-exceed amount. After project scope and estimated cost is agreed upon, a Work Agreement is developed between Publishing Arts and the client. The Agreement specifies the work to be accomplished and provides Publishing Arts with a client job code against which to charge. Clients pay the cost-to-government for any Publishing Arts employee working on a project and travel or other direct expenses. We can write an Agreement for a few days, a few months, or annually, and onsite project work is possible. Establishing a Work Agreement is quick and easy!

## About Our Staff

Publishing Arts staff members have years of interdisciplinary experience, inside and outside the Forest Service, as technical writers, editors, and graphic designers. All staff members have undergraduate or graduate degrees in technical communication, natural resource management, English, natural sciences, or related subjects. Our staff has a variety of specialized skills, which ensure that our clients receive a complete range of high-quality publishing services. Publishing Arts specializes in communicating complex subjects to a variety of audiences.

**“The administrative process needed to work with CAT Publishing Arts was very simple and painless, especially when compared with the processes for hiring and contracting.”**

—Robert Dalrymple, Tongass National Forest

**“We really appreciated the ability of CAT Publishing Arts to successfully respond to our tight timelines.”**

—Pam Wright, Inventory and Monitoring Institute, Washington Office

**“Flexibility and a high quality product was the major advantage of using CAT Publishing Arts.”**

—Sally Hess-Samuelson, Chequamegon-Nicolet National Forest



**CAT Publishing Arts**

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