

PUBLICATIONS OF THE COMMONWEALTH OF VIRGINIA

**REPORT OF THE
DEPARTMENT OF PURCHASES AND SUPPLY
TO THE GOVERNOR
And
THE GENERAL ASSEMBLY OF VIRGINIA**



HOUSE DOCUMENT NO. 2, 1969

COMMONWEALTH OF VIRGINIA
Department of Purchases and Supply
Richmond
1968

PUBLICATIONS OF THE COMMONWEALTH OF VIRGINIA

**REPORT OF THE
DEPARTMENT OF PURCHASES AND SUPPLY
TO THE GOVERNOR
AND
THE GENERAL ASSEMBLY OF VIRGINIA**

Richmond, Virginia, November 22, 1968

To:

HIS EXCELLENCY MILLS E. GODWIN, JR., *Governor of Virginia*
and
THE GENERAL ASSEMBLY OF VIRGINIA

This report summarizes the results of a study made by the Department of Purchases and Supply in response to House Joint Resolution No. 165 of the 1968 General Assembly. The resolution reads as follows:

HOUSE JOINT RESOLUTION NO. 165

Directing the Department of Purchases and Supply to make a study and report on costs of printing certain publications.

Agreed to by House, March 8, 1968
Agreed to by Senate, March 9, 1968

Whereas, it is the duty of the Director of the Department of Purchases and Supply to procure the printing required by any department, division, institution, officer or agency of the State, hereinafter in this Resolution referred to as "agency"; and

Whereas, there is no limit upon the publications which such agencies may have printed, or upon the style of such publications; and

Whereas, many of such publications are presented in expensive, multicolored, and illustrated brochures; and

Whereas, the printing of such publications results in considerable expense to the State, and it is desirable that such expense be held to the lowest feasible amount; now, therefore

Resolved by the House of Delegates of Virginia, the Senate concurring, that the Department of Purchases and Supply is directed to make a study and report on the printing of publications of State agencies, including the annual and other periodic reports required of such agencies, the costs of such printing, and ways in which such costs can be reduced. All agencies of the State shall assist the Department in its study. The Department shall complete its study and make its report to the Governor and the General Assembly not later than January one, nineteen hundred sixty-nine.

The Department of Purchases and Supply wishes to express its gratitude to Mr. H. D. Damant, Director, University Press Services, Virginia Polytechnic Institute, and Mr. Charles E. Moran, Jr., Director, University of Virginia Printing Office, for the professional aid which they gave in the review of the many publications received.

The Department of Purchases and Supply gratefully acknowledges the splendid co-operation of the departments, institutions, and agencies of the State during the course of the study.

Respectfully submitted,

G. LLOYD NUNNALLY, CPPO
Director, Department of Purchases & Supply

SCOPE

The scope of the study was arranged to be as closely as possible in conformance to the stipulations of House Joint Resolution No. 165. The term "publications" was interpreted to mean any publication printed by any method, the cost of which was paid partially or wholly from general or special State funds. Also, the study was to be conducted by the Director and the staff employees of the Department of Purchases and Supply.

While the publications of the General Assembly were not included in the study, we have, as information, prepared the following table to show comparative costs on the Acts of the General Assembly printed, bound, and distributed to each member of the General Assembly, as required by statute

COST OF FINAL PRINTING AND BINDING OF 1966 AND 1968 ACTS OF ASSEMBLY

	*1966	**1968
Final Printing	\$ 4.65	\$ 5.46
Binding	2.15	3.25
Per Session Cost	\$ 6.80	\$ 8.70
Cost for five copies	\$34.00	\$43.50
Postage and packaging for five copies	2.50	2.57
	\$36.50	\$46.07

APPROACH

A letter was prepared and sent to all State agencies, outlining in detail the purpose of the study and requesting a copy of each publication, whether printed for them by the means of a purchase order through our office or prepared on equipment in their own operations during the fiscal year ending June 30, 1968.

FINDINGS

Number of Publications

The publications reported to us by the agencies are as follows:

Purchased from vendor	706—Total Cost	\$1,081,779.27
Printed on agency-owned equipment	996—Total Cost	277,149.66
Totals	1,702	\$1,358,928.93

After a review of the 1,702 publications submitted by various agencies, 173 of which are required by law with the remaining 1,569 published at the discretion of the agency, it appears that waste in printing is created by typing copy double spaced, printing one side only of sheet,

*1966 Acts bound in one volume, including 1964 and 1965. Extra Sessions—Total, 3508 copies

**1968 Acts bound in two volumes—Total, 3766 sets

and spiral binding, which makes expensive production. Most of these publications could be typed single spaced, printed two sides, which would materially reduce the amount of paper stock and binding time. Use of side wire or saddle stitching in place of spiral plastic bindings would further reduce cost. Most of these reports could be typed single spaced on reduction sheets. A study of these considerations by the agencies would be well worth while.

It will be noted that the total annual cost of all the reported publi-

NUMBER OF PUBLICATIONS ISSUED

Agency Code	AGENCY	PURCHASED FROM VENDOR		PRINTED BY AGENCY		TOTAL PUBLICATIONS	
		No.	Cost	No.	Cost	No.	Cost
107	Division of Statutory Research and Drafting.....	30	\$ 7,626 62	30	\$ 7,626 62
111	Supreme Court of Appeals.....	2	2,797 00	2	2,797 00
117	Virginia State Bar.....	2	6,362 60	2	6,362 60
121	Secretary of the Commonwealth.....	1	7,484 49	1	7,484 49
122	Division of the Budget.....	3	17,228 63	3	17,228 63
123	Department of Military Affairs.....	1	288 00	1	288 00
125	Commission on Constitutional Government.....	12	13,230 34	12	13,230 34
126	Virginia Advisory Council on Educational Television.....	1	6,430 00	1	6,430 00
127	Office of Civil Defense.....	1	3,698 35	1 \$ 591 63	2	4,289 98
128	Division of Industrial Development.....	1 1,292 00	1	1,292 00
131	Department of Property Records and Insurance.....	1* 15 02	1	15 02
132	State Board of Elections.....	4	6,508 52	4	6,508 52
133	Auditor of Public Accounts.....	3	1,876 72	3	1,876 72
138	Division of Engineering and Buildings.....	5	12,773 84	1 265 00	6	13,038 84
139	Division of State Planning and Community Affairs.....	215 25,226 97	215	25,226 97
141	Attorney General.....	1	3,980 95	1	3,980 95
144	Division of War Veterans' Claims.....	1	268 00	1	268 00
151	Department of Accounts.....	2	6,508 00	2	6,508 00
152	Department of the Treasury.....	1	1,170 00	1	1,170 00
153	Department of Purchases and Supply.....	2	457 28	2	457 28
154	Division of Motor Vehicles.....	2 425 00	2	425 00
156	Department of State Police.....	4	3,543 50	13 9,513 00	17	13,056 50
157	Compensation Board.....	1	690 00	1	690 00
160	Department of Purchases and Supply—Central Warehouse.....	1	567 83	1	567 83
161	Department of Taxation.....	2	1,120 00	1* 200 00	3	1,320 00
171	State Corporation Commission.....	9	21,564 75	9	21,564 75
172	Bureau of Banking.....	2	2,319 70	2	2,319 70
173	Bureau of Insurance.....	6	1,653 00	6	1,653 00
181	Department of Labor and Industry.....	3	5,761 00	55 14,165 00	58	19,926 00
182	Virginia Employment Commission.....	5	12,348 00	42 4,733 38	47	17,081 38
191	Industrial Commission of Virginia.....	3	4,255 00	3	4,255 00
201	State Board of Education.....	49	54,708 77	49	54,708 77
202	Virginia State Library.....	6	27,160 91	1 430 67	7	27,591 58

cations was estimated by the agencies to be \$1,358,928.93. This estimate covers only the printing of the publications and does not include mailing costs, editorial or similar expenses, and \$277,149.66 was produced in in-plant printing.

Annual Reports: Some agencies use rather elaborate designs for the purpose of an annual report, illustrated with pictures and colors which adds to the appearance, but not to content. If illustrations were reduced in number and colors eliminated as far as possible, it could reduce the

204	College of William and Mary.....	19	53,348 40	19	53,348 40
205	Medical College of Virginia, College Division.....	23	17,209 83	23	17,209 83
207	University of Virginia.....	329	75,374 62	329	75,374 62	329
208	Virginia Polytechnic Institute.....	1	11,470 00	196	108,791 00	197
210	Virginia Truck Experiment Station.....	3	844 50	2	124 00	5
211	Virginia Military Institute.....	12	8,948 68	5	797 98	12
212	Virginia State College.....	42	26,581 55	47
213	Virginia State College, Norfolk Division.....	4	4,158 00	4
214	Longwood College.....	22	10,515 00	22
215	Mary Washington College.....	45	25,242 71	45
216	Madison College.....	19	21,716 17	1	410 44	20
217	Radford College.....	3	7,905 21	3	610 00	6
220	Virginia Commonwealth University.....	18	33,562 30	8	2,138 26	26
221	Old Dominion College.....	4	20,054 55	4
222	Department of Professional and Occupational Registration.....	9	9,160 23	7	250 00	16
224	Virginia State Board of Dental Examiners.....	1	1,359 20	1
227	State Board of Examiners of Nurses.....	3	508 50	3
228	State Board of Medical Examiners.....	3	3,693 54	3
229	State Board of Pharmacy.....	3	1,816 24	1	75 00	4
233	State Board of Bar Examiners.....	1	93 60	1
238	Virginia Museum of Fine Arts.....	5	41,309 13	4	1,470 00	9
239	Virginia Athletic Commission.....	1	29 25	1
241	Richard Bland College.....	3	469 65	3	65 00	6
242	Christopher Newport College.....	6	3,584 72	6
243	State Registration Board of Contractors.....	5	1,118 90	5
245	State Council of Higher Education.....	24	26,953 42	24
261	State Board of Community Colleges.....	9	1,400 15	4	5,796 00	13
262	Virginia Board of Vocational Rehabilitation.....	4	4,059 50	1	136 96	5
265	Virginia Associated Research Center.....	3	532 50	3
268	Virginia Institute of Marine Science.....	23	5,543 27	4	279 36	27
270	The State Education Assistance Authority.....	6	1,179 50	6
273	Virginia Commission on Higher Education Facilities.....	1	13 00	1
301	Board of Agriculture and Commerce.....	18	25,649 59	13	6,350 50	31
305	Milk Commission.....	6	1,302 37	1	1 25	7
306	Virginia Soil and Water Conservation Commission.....	2	7,650 00	2
308	Virginia State Apple Commission.....	1	110 00	1
401	Department of Conservation and Economic Development.....	23	104,236 61	23
402	Marine Resources Commission.....	2	738 50	2
403	Commission of Game and Inland Fisheries.....	29	105,266 76	27	2,306 16	56
405	Division of Mineral Resources.....	23	28,000 23	7	406 00	30
406	Division of Water Resources.....	10	20,870 06	9†	3,645 58	19
407	Virginia State Ports Authority.....	1	4,679 81	4	9,268 98	5
418	Division of Parks.....	20	5,928 32	20

cost and not affect content. These annual reports range in all sizes and shapes from 5½" x 8½" printed from reduction sheets, self covers, to 8½" x 11", expensive cover and paper stock, printed in multiple colors, and some reports are printed in odd sizes resulting in additional expense.

College Catalogue Bulletins: These catalogues could be standardized in type sizes, type page sizes, and a standard weight and quality of paper. These catalogues, at present, have not been standardized. Strong consideration should be given to use of a 45-lb. opaque production

NUMBER OF PUBLICATIONS ISSUED—Continued

Agency Code	AGENCY	PURCHASED FROM VENDOR		PRINTED BY AGENCY		TOTAL PUBLICATIONS	
		No.	Cost	No.	Cost	No.	Cost
			\$		\$		\$
419	Virginia State Travel Service.....	7	4,426 15	7	4,426 15
422	State Air Pollution Control Board.....	2	376 00	2	376 00
425	Jamestown Foundation.....	2	46,435 00	1	6 77	3	46,441 77
436	Virginia Historic Landmarks Commission.....	2	423 53	1†	15 00	3	438 53
437	Commission of Outdoor Recreation.....	4	1,236 29	1	63 55	5	1,299 84
501	State Highway Commission.....	8	106,542 50	2	1,595 00	10	108,137 50
601	State Board of Health.....	33	14,151 01	33	14,151 01
603	Blue Ridge Sanatorium.....	1	25 00	1	25 00
701	State Board of Welfare and Institutions.....	15	3,862 97	16	1,186 27	31	5,049 24
702	Virginia Commission for the Visually Handicapped.....	3	1,762 00	3	1,762 00
703	Central State Hospital.....	1	1,326 50	2	638 52	3	1,965 02
704	Eastern State Hospital.....	1	1,921 75	1	384 00	2	2,305 75
705	Southwestern State Hospital.....	1	2	91 90	2	91 90
707	Lynchburg Training School and Hospital.....	1	769 50	1	769 50
720	State Hospital Board.....	2	7,438 96	1	71 92	3	7,510 88
726	Petersburg Training School.....
727	Virginia Treatment Center for Children.....	1	130 00	1	450 00	2	580 00
1001	Department of Alcoholic Beverage Control.....	3	7,891 86	1	200 00	2	8,091 86
		706	\$1,081,779 27	996	\$277,149 66	1702	\$1,358,928 93

*By Division of Planning.

†Some by Division of Planning.

‡By Department of Professional and Occupational Registration.

paper for all standard college catalogues. The cost of postage as now constituted, could effect considerable savings in postage on these items.

Brochures and Programs: Most of these items are done in a most economical manner, but at times some agencies seem to go a little elaborate in layout, design, and color beyond what is necessary to produce an attractive item covering these subjects; however, in considering these problems, high quality standards are essential. The State of Virginia's agency publications ought to be designed for the need each publication is intended to meet. Virginia has an image to maintain, and quality printing is one method of conveying this image. A poor publication, where a good one is needed, often is simply a waste of funds. Upgrading the quality of printing, utilizing good layout and design, and the use of attractive photographs are all essential in a publication which must compete with other media for the attention of a particular public.

CONCLUSIONS

Agencies rely on the Department of Purchases and Supply to arrange for their printing and publication requirements in varying degrees, depending upon the inclination and facilities of the agencies. Some agencies use extensive printing facilities of their own and require little service from the Department of Purchases and Supply; others rely heavily on the Department for a variety of printing needs, including publications.

The Department of Purchases and Supply does not have the authority to designate quality and manner of binding of every annual, biennial, or other report or publication of any kind prepared by any State department, division, institution, officer or agency to be printed out of public funds. The General Assembly may desire to review the existing legislation as it pertains to printing.

There are many methods of reproduction and more care should be given in selecting methods of reproduction as to cost and usefulness of reports and other short run matter, i.e., selecting the best method, whether thermofax, mimeograph, offset or letterpress. Thermofax and mimeograph do not lend themselves to reproductions on 2 sides of sheet, whereas, offset or letterpress does. The number of copies should be a deciding factor in these selections.

Methods of binding these publications also figure in total cost of publication. Plastic ring bindings are most expensive because of the cost of material and labor involved. Publications with less than 100 printed pages should be saddle stitched wherever practical, which would considerably reduce cost and still allow full use of contents.

RECOMMENDATIONS

We recommend the following steps be considered as aids in reducing the cost of printing certain reports and bulletins:

1. Annual Reports
 - a. Annual Reports should be confined to the facts and statistics of the operation of agency
 - b. Elimination of all photographs, but allowing charts and graphs

- c. All Annual Reports printed on standard page size, and saddle or side stitched
 - d. Print only sufficient number of copies necessary for distribution
2. College Bulletins
- a. Bulletins (college) type page size not less than 26 x 45 picas, printed on standard sheet size
 - b. Eliminate unnecessary blank and short pages, excessive spacing
 - c. Standardize paper stock 45 lb. opaque of suitable quality and grade
3. Printing Specialist
- a. Employ a printing specialist to make frequent visits with the various agencies and consult with persons responsible for agency printing upon matters pertaining to rules and regulations of producing copy for the most suitable method of reproduction
 - b. The duties of this specialist will be primarily to familiarize the agencies with the rules and regulations governing the procurement of State printing and technicalities of the printing trade which would be beneficial in designing and preparing publications for reproduction
 - c. The specialist should follow up on these publications as to format, office alterations and changes and generally assist the agency in obtaining the quality in the finished product desired
 - d. The specialist should be authorized and required to study the feasibility of consolidation, i.e., to centralize the agency duplicating services now located in Richmond, including the design and art departments. These are a few benefits of area centralization which could be realized:
 - 1. Greater control of printing schedules
 - 2. Closer communication is possible
 - 3. Each job could be observed
 - 4. Efficiency—in-plant gives full control of State requirements with adjustment as a side benefit
 - 5. The details of repeat jobs and the requirements of agencies would have better insight into State procedures and policies
 - 6. Accurate records could be kept such as rehash, remakes, and alterations
 - 7. Better able to handle confidential material
 - 8. A better correlation between art and layout departments helps in production of printing, that is, the artist must know the limitations of printing plant
 - 9. Greater utilization of equipment.

