



NEW YORK - NEW JERSEY TRAIL CONFERENCE

PUBLICATIONS POLICY

Approved by the Board on January 28, 2020

1 INTENT AND OVERVIEW OF THE POLICY

The Publications Committee leads the Trail Conference's effort to publish books, maps, and other information. This core service enhances the experience of the outdoor recreation community and the general public. The Committee is comprised primarily of volunteers with support from staff and contractors. Its goals are to:

- Position the organization as the region's leading publisher of authoritative trail maps, guides, and related material in both print and electronic form.
- Produce high quality material about parks and trails in the New York-New Jersey region to maximize user safety and enjoyment while minimizing their impact.
- Support the Trail Conference's mission through sales of publications, with the goal that the annual net sum of all publication activities shows a profit.
- Increase public awareness of the Trail Conference, thus encouraging membership, volunteering, and donations.

2 STATEMENTS OF POLICY

2.1 Publications Quality Assurance

Publications will:

- Contain accurate and quality information about parks and trails for hikers and other non-motorized outdoor recreationists in the region served by the NY-NJ Trail Conference.
- Represent accurately what is on the ground unless there are significant concerns why something should not be shown.
- Follow the Trail Conference branding guidelines and the style guides for publications in the [Publication Manual](#).
- Adhere to the practices and procedures set forth in the [Publication Manual](#).
- Have a plan and budget approved by the Publications Committee.

2.2 Copyrights and Royalties

- All publications are to be copyrighted by the Trail Conference.
- Anyone who makes a substantial contribution towards the production of any publication
 - Must sign an agreement stating that they understand that they are volunteering their services.
 - Will assign rights to the finished product to the Trail Conference.
 - May receive compensation in special cases, but only by prior written agreement approved by the Publications Committee and the Executive Director.
- The Trail Conference may publish books by non-volunteer authors and pay appropriate royalties with a written contract with the author.

2.3 Publications Revisions

There will be a regular review of existing publications for continuing viability. The process is spelled out in the [Publication Manual](#).

2.4 New Publications

Anyone who wishes to have a new book or map published by the Trail Conference will submit a written proposal to the Publications Committee for their approval. This proposal should follow the guidelines listed in the [Publication Manual](#).

2.5 Marketing and Sales

- All marketing and pricing of products will be done by collaboration of the Publications Committee and Staff.
- Any potential sponsorship of a publication will be done in consultation with the Publications Committee.
- Publications will be marketed and sold on the Trail Conference website and store and through local or national retailers and presentations by authors, volunteers, or staff.
- Authors of books are expected to participate in the marketing of their books.

3 POLICY EFFECTIVE DATE AND PRIOR POLICIES REPLACED

This policy is effective upon Board approval.

This document replaces the Publications Policy approved by the Board of Directors on July 30, 2013.