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# Public Affairs Management Manual

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Order DOT 1210.5

INCLUDES Change 1 dated 2-27-75  
Change 2 dated 12-22-77  
Change 3 dated 10-8-82

February 6, 1974

Department of Transportation  
Office of the Secretary  
Washington, D.C.

ORDER

DOT 1210.5

2-6-74

SUBJECT: DOT PUBLIC AFFAIRS MANAGEMENT MANUAL

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1. PURPOSE. This Public Affairs Management Manual establishes policy and operational authority for the preparation, review and release of all materials intended to convey Department of Transportation (DOT) information to the public. The order also creates a mechanism for the functional coordination, control and clearance of both the quality and quantity of DOT public affairs activities, and provides general guidelines for enhancing professional practices and procedures within all Departmental public affairs organizations.
  2. CANCELLATION.
    - a. DOT 1210.16, PUBLIC AVAILABILITY OF INFORMATION, of 3-24-72.
    - b. DOT 1210.2, PUBLIC INFORMATION POLICY REVIEW, of 1-16-69.
    - c. DOT 1210.3A, REVIEW OF DOT PUBLIC RELATIONS ACTIVITIES, of 10-3-72.
    - d. DOT 1210.4A, RELEASE OF INFORMATION, of 12-11-72.
    - e. DOT 1210.1, PUBLIC AVAILABILITY OF INFORMATION, of 4-28-67.
  3. APPLICABILITY. The provisions of this order apply to the Office of the Secretary (OST) and the operating administrations.
  4. GENERAL.
    - a. Background. Because public affairs activities are scattered geographically and jurisdictionally among DOT's operating administrations, coordination is difficult, duplication may occur and projects of marginal interest are occasionally initiated. The Public Affairs Management Manual is, therefore, designed to minimize these problems, to develop an integrated, total communications program more responsive to the public need, and to utilize the public affairs resources consistent with overall Department priorities.

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DISTRIBUTION: All Secretarial Offices  
All Operating Administrations  
National Transportation Safety Board (info)

OPI: Office of  
Public Affairs

b. Objectives.

- (1) This Manual requires greater support of both immediate and long-term goals of the Department and each operating administration by:
    - (a) Assuring a unified presentation of DOT policy;
    - (b) Reducing duplication of effort;
    - (c) Identifying unfilled communications requirements;
    - (d) Weighing individual activities against the total need; and
    - (e) Creating greater efficiency through the interchange of expertise, the pooling of resources and the close cooperation of **public** affairs professionals.
  - (2) The Public Affairs Management Manual establishes and requires the maintenance of high professional standards for:
    - (a) Printed and audio-visual material;
    - (b) Recruitment and career development of public affairs personnel;
    - (c) Planning, budgeting and evaluation of public affairs activities, and
    - (d) Allocation of available resources to areas of the greatest need.
  - (3) This Manual requires orderly DOT public affairs accounting to the Secretary, the White House, the Office of Management and Budget (OMB) and the Congress. The accountability includes periodic performance reports, operating objectives, budget projections, public affairs plans and other formal reporting as required.
5. PUBLIC INFORMATION POLICY. The development, coordination and publication or release to the public of Departmental information materials and the release or publication of policy-making documents or statements shall be subject to review by the Office of Public Affairs (S-80), OST. The words "release or publication" in this paragraph shall be construed as making information or materials available for distribution by any means whatsoever.

6. DEFINITIONS.

- a. Public information materials. All formal press releases, magazine articles, public use publications (such as brochures, pamphlets, journals, etc.), motion pictures, video and audio tapes, slide presentations, radio/television news feature or public service copy and productions, speeches for public release, exhibits, posters, institutional advertising and all other material designed to inform the public on DOT activities and policies.
- b. Policy-making. All actions and decisions involving the national interest, including first-time public announcements of anticipated budgets, programs and policies which cross operating administration jurisdictions, subjective evaluations of existing or future transportation policies and systems, proposed rulemaking which affects Department operations, and certain contracts and **grants-in-aid** as specified in this Manual.

7. REVIEW AND RELEASE AUTHORITY.

- a. The Office of Public Affairs (S-80), OST, is responsible for monitoring and coordinating the overall public information programs of all Departmental elements to insure that the policies and attitudes of DOT as a whole are reflected in a timely, comprehensive and accurate manner.
- b. Secretarial Officers and heads of operating administrations, in turn, are responsible for assuring that material for public release receive proper clearance through S-80, in accordance with procedures prescribed in the Public Affairs Management Manual.

8. PUBLIC AFFAIRS COUNCIL. This order establishes a DOT Public Affairs **Council and its operational** mechanism, the **public** affairs management system. The Council's composition, function and responsibilities are outlined in the Manual. It supplants the Public Relations Review Board, which is hereby dissolved (DOT 1210.3A cancelled).



John W. Barnum  
Under Secretary  
of Transportation

~~10-8-82~~

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CHAPTER I

RELEASE OF PUBLIC INFORMATION

1. PURPOSE. This chapter prescribes procedures for the review and release of information pertaining to the Department of Transportation, including newly initiated informational material and other products which are subject to the consideration and approval of the OST Office of Public Affairs or the DOT Public Affairs Council.
2. BACKGROUND. The Department has a continuing responsibility to keep the public and all interested governmental agencies informed of its programs and activities. Not only is there an inherent public right to know, but public understanding and discussion are essential to the accomplishment of DOT goals. The public support necessary for the attainment of Department objectives requires a public information program responsive to public inquiries. It must also be comprehensive and cohesive in making available information relative to all Departmental activities and missions. In this regard, the Office of the Secretary and the operating administrations are responsible for helping to develop and stimulate public interest in transportation technology, progress and safety through the various information media and other avenues of public communication.
3. DEFINITIONS.
  - a. General Public. All citizens/consumers in the United States and abroad, regardless of whether they use or identify with one or more of the public and private transportation modes administered or regulated by the Department.
  - b. Special Publics. All elected officials, political appointees and other employees of Federal, State and local governments; transportation constituents; trade organizations and other influential groups of special interest to DOT.
4. AUTHORITY.
  - a. The OST Office of Public Affairs is charged with the responsibility of reviewing, coordinating and releasing DOT public information as follows:
    - (1) All Washington originated news releases.
    - (2) All contracts, grants and grants-in-aid of over \$100,000 and any others regardless of amount which may have significant public interest or other public value, except for:

- (a) Contracts awarded by Federal Highway Administration (FHWA) regional offices;
  - (b) Contracts for "off-the-shelf" commodities;
  - (c) Contracts awarded by the Saint Lawrence Seaway Development Corporation (SLSDC);
  - (d) Contracts awarded by the Federal Aviation Administration (FAA) Aeronautical Center;
  - (e) Contracts awarded by FAA regional offices;
  - (f) Contracts awarded by United States Coast Guard (USCG) district offices or headquarters units (e.g., **USCG** Academy, Supply Center, etc.);
  - (g) Contracts awarded by the Alaska Railroad; and
  - (h) FHWA and National Highway Traffic Safety Administration (NHTSA) formula grants on which advice of apportionments and allocations of funds *are made*.
- (3) All field originated news releases with policy-making implications
  - (4) All speeches and articles-for public release delivered or signed by Secretarial Officers or heads of operating administrations or their deputies.
  - (5) All motion pictures, film clips, video and audio tapes, slide presentations, radio and television copy originating at headquarters or in the field if policy is involved.
  - (6) All other material, such as periodicals, brochures, pamphlets, posters and exhibits, designed for public display or use.
  - (7) All internal publications designed to inform OST employees and produced in a newsletter, bulletin or magazine format, but excluding memoranda, alert notices and other reports **normally** classified as internal "working" documents.
  - (8) All institutional advertising in any medium.
- b. To ensure that public information material is consistent with Department policy and objectives, Secretarial Officers and heads of operating administrations shall:



- (1) Submit types of materials as specified in paragraph 4a to the OST Office of Public Affairs (S-80) for prior review, clearance or issuance.
- (2) Establish procedures within their offices and administrations which conform to this order and accept responsibility for accuracy of the information submitted to S-80.
- (3) Keep S-80 informed of any current *or* potentially significant event, controversy or conflict which might involve DOT and the public, or DOT and other public officials.

5. PROCEDURES.

- a. Secretarial Officers will ensure that all public information materials requiring clearance are sent to S-80 for necessary action.
- b. Heads of operating administrations will ensure that all contracts and grants-in-aid requiring clearance are submitted to the Secretary before release as follows:
  - (1) Notify the OST Office of Public Affairs (S-80) and the OST Office of Installations and Logistics (TAD-60) of intent to make any contract award and all grant and grant-in-aid offers as specified in paragraph 4a five working days in advance of the proposed award date.
    - (a) The actual date of award announcement will be determined by S-80 and that office in turn will advise the operating administration of such date.
    - (b) The notification shall include adequate descriptive information to assist those required to provide public, press or Congressional information or answer inquiries. If a news release is contemplated, a proposed draft shall accompany the material forwarded. Releases should contain a suggested release date and should indicate any special factors bearing on their timing.
  - (2) Designate and notify S-80 of a point of contact at Washington headquarters for any necessary clarification on the substance of a particular notification.
- c. S-80 will be responsible for notifying the OST Office of Congressional Relations (TCI-10) of the contemplated public announcement of a contract, grant or grant-in-aid as specified in paragraph 4. Public announcement will not be authorized prior to the scheduled release date and time given in such notification.

6. AUDIENCES. To assist the Department in carrying out its mission, responsibilities and authority, public affairs must serve a wide range of publics, both externally and internally, as defined in paragraph 3.
  - a. General Public. Major public information efforts aimed at this broad, general audience shall be planned and programmed to:
    - (1) Highlight the public benefits available through a total, balanced approach to the solution of transportation problems at national, regional and local levels.
    - (2) Explain the manner in which the Department allocates appropriated funds and the anticipated cost-benefit return on these expenditures.
    - (3) Help motivate communities and the citizenry to become active participants in shaping policies and priorities directly affecting their local social and economic progress.
    - (4) Achieve a greater awareness and understanding of DOT goals, regulatory functions and legislative initiatives among all publics within and outside the Federal Government.
  - b. Special Publics. In addition to the above objectives, certain direct, in-depth communications techniques shall be utilized for specific publics within this audience to:
    - (1) Counsel, guide and educate constituent interest groups and organizations charged with administering the various Departmental grants.
    - (2) Inform the Congress, State and local governing bodies, and other special interests, of potential efficiencies resulting from balanced transportation programs funded by the Department.
    - (3) Clarify the important role that State, local and private institutions can play in the success or failure of DOT programs, and suggest the level of service such institutions may wish to provide the public.
    - (4) Enhance, in coordination with the Assistant Secretary for Administration, the attitudes and productivity of DOT employees through more effective internal communications.
7. COORDINATION. Directors of public affairs in operating administrations are responsible for the internal coordination and clearance of all public information pertaining to their respective agencies. They will also review and verify all material proposed for public release before its submission to S-80 for the required OST concurrence.

## CHAPTER II

### PUBLIC AFFAIRS COUNCIL AND MANAGEMENT SYSTEM

1. PURPOSE. This chapter prescribes the composition, function and responsibilities of the Department of Transportation Public Affairs Council (PAC), the core of a public affairs management system, and its associated procedures for coordinating all Departmental public affairs activities, as specified in separate chapters.
2. REFERENCE.
  - a. White House Memorandum of November 6, 1970, Subject: "Public Relations Activities," which supports legitimate public information effort and curtails inappropriate promotional functions.
  - b. Under Secretary of Transportation Memorandum of November 25, 1970, Subject: "Public Relations Activities," which implements the spirit and intent of **2a**, above, within all elements of the Department.
  - c. OMB Circular No. A-3, Revised, of May 18, 1972, Subject: "Government Periodicals," which prescribes the policy and procedures for using appropriated funds available for printing.
3. BACKGROUND.
  - a. The President's memorandum requires that Executive departments closely control all public affairs activities. The Secretary in turn has the responsibility to insure compliance with the President's directive. He also has a continuing responsibility to provide long-, range policy and guidance for all Departmental public affairs.
  - b. The DOT Public Affairs Council, which supercedes the dissolved Public Relations Review Board (DOT **1210.3A**, cancelled), has been established to provide recommendations on public affairs program coordination, the implementation of the President's memorandum, and the development of Departmental public information programs.
4. CONCEPT. The size and diversity of Department programs and their supporting public affairs activities preclude the feasibility of a centralized public affairs operation. However, the efficient coordination of these public services is imperative. Functional and interfacing relationships among all DOT public affairs components at national and regional levels. must be clearly understood and accepted. To help achieve goals and objectives, the DOT public affairs management system will:

- a. Insure that the Department's public affairs program meets its responsibility in developing greater public understanding and support of the overall DOT mission.
- b. Focus the Department's diverse and scattered public affairs resources on the total need in the most efficient, effective and economical manner.
- c. Provide a dependable and secure means of expediting DOT policy review and clearance of the Department's total public affairs output.
- d. Serve as a conduit for coordinating public affairs planning, evaluation and fiscal requirements.

5. ORGANIZATION.

- a. Council Membership. The Public Affairs Council shall be composed as follows:
  - (1) Director, OST Office of Public Affairs, chairman.
  - (2) Assistant Director for Information, OST Office of Public Affairs, member.
  - (3) Assistant Director for Program Coordination, OST Office of Public Affairs, member.
  - (4) Chief, Broadcast/Audio-Visual Services Division, OST Office of Public Affairs, member.
  - (5) Public affairs directors of the seven operating administrations (USCG, FAA, FHWA, Federal Railroad Administration (FRA), NHTSA, Urban Mass Transportation Administration (UMTA) and SLSDC), members.
  - (6) Any additional members as the chairman may determine, with the consent of the Council.
- b. Meetings. The Council shall meet regularly at least once a month on a fixed schedule, and at any other times deemed necessary in the judgment of the chairman.

6. RESPONSIBILITIES.

- a. The Public Affairs Council in regular or special sessions shall consider one or more matters within the purview of this order. More specifically, the Council shall:

- (1) Advise the Secretary, through the OST Director of Public Affairs, on recommended guidelines for evaluating all major Departmental public affairs resources.
  - (2) **Recommend** to the OST Director of Personnel and Training, Office of the Assistant Secretary for Administration, a career development program for improving the professional caliber of public affairs personnel (see Chapter VII).
  - (3) Review operating administration public affairs plans, projections for staffing and budgetary obligations.
  - (4) Develop standards for all Departmental public affairs information materials and public affairs activities, including policies, plans, programs and operating objectives.
  - (5) Serve as a forum for "state-of-the-art" dialogue, for the interchange of status reports and mutual problems, and for the consideration of **common** projects between two or more operating administrations.
  - (6) Appoint special Council task forces with assigned responsibilities for specific public affairs activities such as those requiring resources of more than one operating administration.
- b. The OST Director of Public Affairs shall plan, approve and direct the Department's national and international public affairs program. In addition, the Director and his office shall:
- (1) Counsel and act for and with the Secretary in fulfilling the Department's responsibility to create public awareness and understanding of DOT policies, programs and services.
  - (2) **Adopt**, on the Council's recommendation, uniform standards for the professional quality of Departmental public affairs material, and monitor compliance with such criteria.
  - (3) Establish, in coordination with the OST Office of Personnel and Training, high professional standards of competency for public affairs personnel at all levels in OST and the operating administrations.
  - (4) Provide for news, audio-visual, writing and other communications services to **OST** and, as required, to the operating administrations.
  - (5) Coordinate the functional planning, evaluation and review of public affairs activities among the operating administrations.

- (6) Prepare annually a master public affairs plan, integrating the missions of all DOT public affairs components into a single vehicle which will:
    - (a) Address the programmatic strategies of concern to the Secretary, and the objectives of operating administrations.
    - (b) State the purpose of DOT's overall public information effort, and **summarize** proposed activities of all public affairs components.
    - (c) Contain individual public affairs program outlines aimed at achieving major Departmental goals.
    - (d) Identify specific and measurable operating objectives of each public affairs component in DOT.
    - (e) Present staff and dollar projections supporting outlined program plans.
  - (7) Initiate a variety of evaluations of specific public affairs activities and services to determine the degree to which they:
    - (a) Inform the public effectively.
    - (b) Support the Secretary's **programmatic** strategies and DOT objectives.
  - (8) Furnish technical assistance and professional counsel to operating administrations, especially in matters related to DOT public affairs policy, and resolve **common** problems at the Department level.
  - (9) Provide public affairs advice and counsel to other OST offices.
  - (10) Manage the Department's external awards program (DOT 3450.2, DOT External Recognition and Awards Program, of 1-5-73) and make appropriate recommendations to the Secretary regarding nominations for awards.
- c. The Office of Public Affairs in the headquarters of each operating administration supports **its** agency's program priorities and meets **all** other requirements for an effective public information program. This responsibility includes:
- (1) Cooperation in Departmental public affairs activities and the conduct of inter-operating administration programs in all areas of common interest.

- (2) The efficient management of all public affairs processes in operating administrations to help achieve broad public awareness and understanding of DOT programs.

d. The Director of Public Affairs in each operating administration is responsible for coordinating activities of all public affairs components within his agency, evaluating their programs and, where appropriate, managing internal resources. He serves automatically on the DOT Public Affairs Council. Among other duties and responsibilities, he shall approve:

- (1) Operating administration public affairs programs and materials in the conceptual stage.
- (2) News releases, speeches, manuscripts and requests for audio-visual and exhibit material before their submission to S-80 for:
  - (a) Conceptual review as required.
  - (b) Final review and clearance.
- (3) Obligations of funds for public affairs activities, except in such cases where he may delegate authority to other members of his immediate staff.
- (4) Annual public affairs plans from each field component, which he will then compile in a single document (for transmittal to S-80), including:
  - (a) Projections for staffing and budgetary requirements for major public affairs products.
  - (b) A presentation of internal operating objectives designed to improve and upgrade the performance and techniques of his public affairs organization.
  - (c) A listing of major programmatic goals of the operating administration and a matching set of public affairs plans geared to each specific target.
- (5) The selection of all public affairs professionals within his operating administration, except as he may delegate such authority.

7. OPERATING PHILOSOPHY. The diversity and complexity of DOT's many programs and the widely dispersed activities supporting Department missions require a highly creative and cooperative effort by public affairs professionals at every level. Organizational relationships described in this Manual are intended to encourage and foster functional coordination without usurping rightful prerogatives and line responsibilities of operating administrations. The DOT Public Affairs Council and the related public affairs management system comprise the key to effective and efficient integration of Departmental public affairs activities.



CHAPTER III

PROGRAM PLANNING AND OPERATING OBJECTIVES

1. PURPOSE. This chapter outlines the process for planning Department of Transportation public affairs activities, projecting resource requirements and evaluating DOT public affairs on a continuing basis. It also describes the Department's annual public affairs plan, operating objectives, and a directed procedure for the submission and review of annual fiscal requirements.
2. DOT ANNUAL PLAN.
  - a. **Concept.** The Public Affairs Council shall forward through the ~~OST Director~~ of Public Affairs to the Secretary for approval an annual, comprehensive DOT public affairs operating plan. It shall detail the Department's total public affairs program for the ensuing year. This single "master" plan will embrace all individual public affairs plans prepared by each operating administration.
  - b. Schedule. The OST Director of Public Affairs will issue a call for administration public affairs plans 60 days prior to the start of the new fiscal year. The call shall be directed to the heads of operating administrations for referral to their respective public affairs organizations. Detailed instructions will be included in the call.
  - c. Procedure. S-80 will review operating administration annual public affairs plans to determine the extent of their support of the Secretary's programmatic strategies and individual agency objectives. Following **S-80 consideration**, plans will be presented to the Public Affairs Council for its review and comment.
  - d. Concurrence. Subsequent to review by the Public Affairs Council and prior to implementation, the annual public affairs plan of each operating administration will be reviewed by S-80. The plan will **then be** incorporated into the Council's annual "master" plan for all Departmental public affairs and related disciplines.
3. ADMINISTRATION ANNUAL PUBLIC AFFAIRS PLANS. Administration public affairs plans shall be presented in three sections.
  - a. Section I: Public Affairs Program Outlines. This first section of the administration annual public affairs plan will reflect support of major administration goals by professionally planned public-affairs programs in order of priority. The following presentation format guidelines and procedures shall apply:

- (1) Each originator will develop program outlines around what he considers to be the most important administration goals supporting the Department of Transportation's overall mission.
  - (2) Originators will prepare separate public affairs program plans matched to each administration goal. (These comprehensive and detailed plans should be in outline form, each designed to accomplish a specific administration goal.)
  - (3) S-80 review of operating administration public affairs program outlines will include:
    - (a) General appraisal of overall strategy and the strategy behind individual public affairs program outlines.
    - (b) Consideration of proper emphasis and balance in the utilization of modern public affairs tools.
    - (c) An interest in the degree of imagination and aggressiveness in each program outline.
    - (d) An assessment of administration public affairs priorities and the realistic allocation of resources.
- b. Section II: Operating Objectives. This section will contain a simple listing of internal operating objectives. To be appropriate for this listing, selected items should, if accomplished, produce some degree of improved efficiency, cost savings or other operating advantage for administration public affairs offices. Operating objectives will be presented as follows:
- (1) A list of **suggested items** to include new public affairs product ideas, accelerated production goals, proposals for manpower or dollar savings, targets for specific public affairs product improvements, etc.
  - (2) Public affairs staff members at every level should be invited to submit material for administration operating objectives.
  - (3) Listed objectives must be specific, aggressive and measurable.
  - (4) Administration public affairs directors will be required to provide S-80 with a mid-year and year-end report on the progress and accomplishment of operating objectives.

- C. Section III: Resource Allocation. Public affairs directors will **submit** for **S-80** review a summary of major resources allocations for the current and coming fiscal years. This summary will form the third section of each administration's annual public affairs plan. This section will be used as a tool for evaluating and measuring program effort. The summary should include:
- (1) Tables showing major public affairs products completed in the current fiscal year and the dollar cost (estimates if necessary) of each product.
  - (2) Tables showing major public affairs products planned for the coming fiscal year and the projected dollar cost of each product. This table should include major products that have been highlighted in the public affairs program outlines or included in the presentation of operating objectives.
  - (3) Tables showing current manpower **allocations** by organizational unit.
  - (4) Tables showing projected manpower allocations for the coming fiscal year. This table should highlight organizational changes as well as any net gain or loss that might be expected.
4. EVALUATION. The OST Office of Public Affairs may undertake on its initiative or at the request of other components an objective evaluation of overall public affairs planning, individual public affairs products, program strategies and the effectiveness of public affairs activities. These evaluations may include market research, viewer ratings, readership studies and other accepted methodology. The results and findings of these appraisals will be shared through the Public Affairs Council, as appropriate.

10-8-82

CHAPTER IVAudiovisuals

1. PURPOSE. This chapter describes the policy regulating the planning, preparation, -production editing, duplication, distribution and evaluation of audiovisual products by all elements within the Department of Transportation. It also describes the policy regulating the procurement and **use** of audiovisual equipment. The objectives of this policy are as follows:
  - a. To provide centralized management oversight of all Departmental audiovisual activities, as directed by **OMB** Circular A-114;
  - b. To limit **audiovisual** activities, products, services and facilities to those necessary for accomplishment of Departmental missions;
  - c. To eliminate waste resulting from duplication of projects, unprofessional supervision of projects, or unnecessary audiovisual activities, whether done in-house or through contract or grant;
  - d. To improve the production quality of those projects undertaken;
  - e. To promote the sharing **of** facilities and production expertise;
  - f. To assure that all audiovisual activities and products conform to Department policies and priorities; **and,**
  - g. To assure Departmental compliance with Office of Management and Budget policies regulating audiovisual activities, including, but not limited to, **OMB Circulars** A-76 and A-114.
2. APPLICABILITY. This chapter applies to all audiovisual activities, products, services, and **equipment** which require or are included in outside purchase orders, reimbursable or interagency agreements, general working agreements, contracts, subcontracts, or discretionary grants funded with Federal funds under the control of any office or element of the Department for scripting, production, postproduction, duplication or distribution, or are completed totally or in part utilizing any combination of the above, regardless of the type or manner of funding; and to all audiovisual products which are completed totally or in part using in-house personnel or facilities for any portion of the product, regardless of intended use or audience for the product. Excluded are all activities which relate to ADP and **telecommunication**ssystems, networks, -equipment, supplies, services and technology.

10-8-82

3. DEFINITIONS. The elements governed by this order include all activities and **expenditures** involving motion picture film, video, slide sets, and sound productions (whether done in-house, under contract, through discretionary grants, as part of a larger contract or discretionary grant, or any combination thereof); exhibits; audiovisual equipment; audiovisual services; audiovisual products; duplication, distribution and transfer of audiovisual products from one medium to another; and the evaluation of audiovisual products, as directed by DMB Circular A-114, regardless of intended use or audience or the manner of funding. Excluded are all activities and expenditures involving ADP and telecommunications systems, networks, **equipment**, supplies, services and technology.

These elements are identified as follows:

- a. Audiovisual Products. Material containing sound or visual imagery for conveying a message; refers to slide sets, film strips, motion pictures, videotapes, videodiscs, audio recordings (tape or disc), and mixed media (any combination of two or more media) products. These products include, but are not limited to:
- (1) Public Service Announcements (in any medium);
  - (2) Productions made for the purpose of training, public information and transfer of technology;
  - (3) Audiovisual products produced as a report accompanying a research and development project;
  - (4) Audiovisual products produced as documentation of research programs or of public events for either public release or to be saved for future use; and,
  - (5) Audiovisual products produced by another Government agency or by an individual or organization outside the Government. These include but are not limited to finished products, preprint or master materials, research documentation, and training materials.
- b. Audiovisual Services. Those functions performed in the production, reproduction, utilization, broadcasting, distribution, and storage of audiovisual products. Included are such functions as scripting, photography and videography, film processing, transfer, sound recording, duplication, editing, audiovisual media depository and records operations, and support and maintenance of audiovisual equipment and facilities.

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- c. Audiovisual Activities. All functions used or intended to provide an audiovisual service or to produce an audiovisual product by Departmental, other Governmental or contracted personnel, or under grant from the Department.
- d. Audiovisual Equipment. Hardware which is intended to be or can be used for the recording, producing, reproducing, processing, editing, or duplicating of audiovisual products.
- e. Audiovisual Facility. A building, or space within a building, owned or operated by the Department or an element of the Department which houses either audiovisual activity, audiovisual production equipment (including portable), or a capability to provide an audiovisual service.
- f. Motion Picture Film. Those products which are planned, scripted, produced, edited, **duplicated** or distributed as motion picture film (**8mm, super 8mm, 16mm, 35mm, 70mm**).
- g. Videotape. Those products which are planned, scripted, produced, edited, duplicated or distributed on videotape (regardless of tape format, whether **1/4-inch, 1/e-inch, 3/4-inch, one-inch** or E-inch).
- h. Transfer. The physical, optical, chemical, or electronic copying **of visual** and/or sound imagery from one audiovisual medium or format to another for editing, duplication, distribution, or use.
- i. Exhibits. Those products which involve the design, fabrication **and/or use** of displays intended for public viewing or by Departmental employees.
- j. Duplication. The making of one or more copies of any audiovisual product, regardless of medium.
- k. Distribution. The dissemination of any audiovisual product to the public, broadcasting outlets, other Government agencies, public or private organizations or institutions, or other offices within the Department or its operating elements by contract or through in-house means.
- l. Mixed Media. Any combination of film, videotape, slide or sound.
- m. In-House. Audiovisual services provided in part or fully by Government personnel or facilities provided by the Department or another Federal agency.
- n. Slide Set. An organized series of **35mm** slides, with or without sound,, produced to convey a message.

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- o. Class I Products. Motion pictures, videotapes, exhibits, audiotapes, mixed media products, including all Public Service Announcements, intended for public distribution and/or public viewing.
  - p. Class II Products. Slide sets intended for public distribution and exhibits for public viewing.
  - q. Class III Products. Motion pictures, videotapes, slide sets, exhibits, audiotapes, mixed media products intended solely for Department of Transportation employees.
  - r. Class IV Products. Motion pictures, videotapes, slide sets, exhibits, audiotapes, mixed media products intended for those enrolled in a formal DOT course of study sponsored or organized by any DOT office or operating administration for those specialized State and local government transportation-related professionals who are the specific constituency of the Department; unedited audiovisual information produced or collected exclusively for the purpose of law enforcement and intelligence surveillance; unedited audiovisual information resulting from safety or criminal investigations, or other evidentiary legal procedures; **unedited** recording of scientific experiments in which the end product is necessary to document the research results; audiovisual materials concerned with direct readiness-related training of military personnel and military recruiting; unedited audiovisual products intended solely for documentation or photo-instrumentation.
- Should any Class III or Class IV product be planned for use as a Class I or Class II product or planned to be part of a Class I or Class II product, that Class III or Class IV product must be considered a Class I or Class II product and therefore must conform to the approval criteria for Class I and Class II products.
- s. Production Manager. A qualified audiovisual specialist assigned to specific Class I, Class II products and, if necessary, certain Class III products.
  - t. Department Personnel. This includes all Department of Transportation employees, including active duty Coast Guard personnel.

This order does not encompass the purchase or use of audiovisual equipment or audiovisual information produced or collected exclusively for the purpose of law enforcement or in connection with any other information collection function conducted by the Office of Inspector General.

- 4. AUTHORITY. Under the provisions of OMB Circular A-114 and OMB Bulletin **81-16**, the DOT Office of Public Affairs is charged with the responsibility of management oversight of the Department's audiovisual activities in order to assure that all activities of the Department, including those

of the Operating Administrations, are planned, carried out and completed in conformance with Department and OMB audiovisual policies and procedures. The DOT Office of Public Affairs is also charged with the responsibility of assuring that all audiovisual activities meet high standards of quality, that they are conducted in an economical and effective manner, and that audiovisual-facilities are efficiently utilized.

5. GENERAL PROCEDURES AND POLICIES.

- a. Audiovisual products, where cost effective and otherwise appropriate, should be used by Secretarial Offices and Operating Administrations as support tools for specific Department programs. Audiovisual products should not, however, be used as tools to promote an Operating Administration or Secretarial Office or to provide forums for Operating Administration or Secretarial Office opinions on broad subjects, without specific program references. Generally:
  - (1) Operating Administrations and Secretarial Offices should not develop audiovisual products or lend their names to products used to influence pending legislation, promote sales or products, or promote the status of various industries;
  - (2) Audiovisual products dealing with history and art must educate or inform; not promote the role of an Operating Administration or Secretarial Office in this area; and,
  - (3) Material produced for research or documentation must be limited to research or documentation; not the promotion of programs of an Operating Administration or Secretarial Office.
- b. All audiovisual activities, procurements, facilities and services are under the policy and management oversight of the DOT Director of Public Affairs.
  - (1) No Class I or Class II product nor any audiovisual equipment, as defined in paragraph 3 of this chapter, is to be undertaken or purchased without the express written approval of the DOT Director of Public Affairs.
  - (2) No Class I or Class II audiovisual product is to be undertaken without management by a production manager qualified in that audiovisual activity. The production manager shall be from the requesting administration and that individual shall be approved by the DOT Director of Public Affairs. When there is no qualified audiovisual specialist from the requesting administration, the DOT Director of Public Affairs shall designate a production manager for approved proposals.



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- (3) All Class I product proposals shall be reviewed and approved or disapproved by the appropriate Secretarial Officer or Administrator, prior to forwarding to the DOT Director of Public Affairs for final review and approval or disapproval.
  - (4) Class II product proposals may be reviewed and approved or disapproved by the Secretarial Office or Operating Administration control point, prior to forwarding to the DOT Director of Public Affairs for final review and approval or disapproval.
  - (5) Class III and Class IV product proposals shall be reviewed and approved or disapproved by the Secretarial Office or Operating Administration control point. Approved Class III product proposals shall be forwarded to the DOT Director of Public Affairs for review. (Certain Class III products, at the discretion of the DOT Director of Public Affairs, may require the approval or designation of a production manager. If no production manager is required for a Class III product, this will be so noted in writing and that document will accompany all written materials for that product throughout the life of that product.)
- c. Department personnel shall not appear as performers in Department audiovisual productions except:
- (1) When they are performing in their own jobs;
  - (2) Where successful completion of the production depends on availability of specialized skills or technical knowledge which are not readily available from professional acting sources and cannot be adequately provided for by use of a prepared script;
  - (3) When they are playing roles developed for training purposes in connection with their job. Such roles shall not make use of a prepared script and must be performed in connection with the production of an audiovisual product which will be used exclusively for training or internal communications, i.e., Class III or Class IV products only; and,
  - (4) Department personnel shall not be used as performers in roles which subject them to health or safety hazards which exceed those normally encountered in the performance of their own jobs.
- d. The following is general policy guidance for improving utilization of audiovisual facilities and equipment, particularly where there are multiple facilities in the same geographic area or underutilized facilities:

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- (1) Operating Administrations and Secretarial Offices shall determine the extent to which existing audiovisual facilities, personnel and equipment are utilized. In this regard, Operating Administrations and Secretarial Offices shall survey existing audiovisual facilities with a view toward consolidating the activities into as few locations as practicable. As a general rule, each Operating Administration and Secretarial Office should attempt to consolidate its audiovisual activities into a single audiovisual facility within each metropolitan area.
- (2) Production facilities utilized less than 950 hours during a fiscal year for **preproduction**, production or postproduction work shall be phased-out or merged with other facilities. Underutilized facilities which cannot be consolidated shall be phased-out or phased down until total capacity matches essential workloads. Equipment and facilities made available as a result of consolidation or phase down shall be declared excess in accordance with applicable Federal Property Management Regulations.
- (3) The following guidelines are provided in order to achieve better utilization of existing facilities:
  - (a) **Utilize** excess capacity of existing facilities prior to expanding or establishing new facilities; and,
  - (b) Utilize excess capacity of facilities of other Operating Administrations and Secretarial Offices prior to expanding or establishing new facilities;
  - (c) Establish second and third shifts, as appropriate, to avoid expanding existing or establishing new facilities; and,
  - (d) If a facility is not cost-effective because of obsolete equipment, consideration should be given to closing that facility and transferring work to existing facilities which are more efficient and up-to-date.

Audiovisual facilities which provide a product or service that is obtainable from a private source are covered by **OMB** Circular A-76, and should not be initiated or continued unless justified under the provisions of that Circular.

- e. The following policies cover distribution of audiovisual products by the Department:

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- (1) Upon request by the National Audiovisual Center (NAC), Operating Administrations and Secretarial Offices will provide information and duplication materials necessary for NAC to reproduce copies of specific products and make them available to the public and Federal agencies;
- (2) Operating Administrations and Secretarial Offices may elect to loan duplication materials to NAC when required or provide it for the Center's permanent use. Under either condition NAC retains the right to place duplication material in a laboratory selected by the Center to ensure the best price to the public. Duplication material on loan to NAC will be returned to the the Departmental Operating Administrations and Secretarial Offices but may, through special arrangement with **the producing** administration or office, be retained in the NAC laboratory until specifically requested by the producing administration or office;
- (3) When acceptable duplication material is no longer available from the producing administration or office, that administration or office will loan NAC the original materials and/or printing masters necessary for the Center to reproduce, at its expense, the duplication material needed for reproduction. The original material may be maintained at a laboratory selected by the producing administration or office or, if mutually agreeable, be moved to a laboratory designated by the National Audiovisual Center. Producing administration or office materials will be returned immediately after production of the duplication materials;
- (4) Arrangements for the transfer **of** duplicating materials to NAC will normally be initiated by the Center. Producing administrations or offices desiring to deposit duplication materials with NAC may arrange for automatic transfer upon completion of productions by executing an interagency agreement with the Center;
- (5) The National Audiovisual Center shall determine the prices of items for sale and rent through the Center under the authority of 44 **U.S.C.** 2112(c);
- (6) In addition to using **NAC's** services, a producing administration or office may make its products available for sale, rent or loan to the public through commercial, internal or other distribution channels provided such distribution conforms to other applicable paragraphs of this chapter. Operating Administration and Secretarial Office control points and the DOT Director of Public Affairs shall, however, periodically review internal distribution programs and discontinue any activities which unnecessarily duplicate NAC services; and,

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- (7) Operating Administrations and Secretarial Offices shall annually evaluate the effectiveness of distribution systems for those products developed for free loan or rental. Evaluation will be performed by developing statistical reports which show the estimated number of viewers of specific products, and the resulting cost per thousand, based on number of viewers and costs of production and distribution. This data shall be considered by control points and the DOT Director of Public Affairs in authorizing future audiovisual products. Distribution evaluation shall be accomplished for products in the same percentages as pre and post production testing for training products under paragraph **6.b.(14)** of this chapter. Copies of all evaluation reports shall be forwarded through the DOT Director of Public Affairs to the National Audiovisual Center.
- f. Operating Administrations and Secretarial Offices which maintain multiple free loan libraries shall attempt to consolidate the libraries into as few locations as possible. Each Operating Administration and Secretarial Office should have no more than one free loan library in a geographic area. After a title has been in free loan distribution through an Operating Administration or Secretarial Office free loan library for three years, or at such earlier time as considered appropriate by the Operating Administration or Secretarial Office control point and the DOT Director of Public Affairs, consideration shall be given to making the title available to the National Audiovisual Center for further possible access through rental of the materials. (Multiple award contracts have been made available by GSA under Federal Supply Schedule Industrial Group 781 covering the free loan distribution of audiovisual materials. Operating Administrations and Secretarial Offices should obtain pertinent ordering data from the GSA regional office servicing their areas, and use the contracts as appropriate.)
- g. Operating Administrations and Secretarial Offices shall offer to the Audiovisual Archives Division, National Archives and Records Service, GSA, motion picture out-takes and trims from footage accumulated in the production of audiovisual products. The footage will be made available to Federal agencies and the public through services provided by the Audiovisual Archives Division.
- h. Audiovisual activity by Secretarial Offices and Operating Administrations within the Department are subject to review and approval or disapproval as follows:

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- (1) All existing, planned or expanded audiovisual activities and facilities as defined in paragraph 3, shall be in conformance with the provisions of **OMB** Circular A-114, OMB Circular A-76, OMB Policy Letter 79-4, and applicable Departmental procurement and policy regulations;
- (2) All proposals for Class I and Class **II** audiovisual products or services, as defined in paragraph 3, are to be submitted in writing from the originating office to the appropriate Operating Administration or Secretarial Office control point, using DOT Form 1750.1 (Attachment 1). Those approved in an Operating Administration or Secretarial Office are to be forwarded to the DOT Director of Public Affairs prior to initiating any in-house audiovisual activity or contracting action, regardless of manner or type of funding, for final policy review, approval or disapproval, and designation or approval of a qualified production manager;
- (3) All proposed procurement of audiovisual equipment-as defined in paragraph 3 must be requested in writing to the appropriate control point for review and approval or disapproval. All requests approved by the control point will be forwarded to the DOT Director of Public Affairs, regardless of the manner or type of funding, and before any procurement or contracting action is initiated, for review and approval or **disapproval** to ensure the procurement of the requested equipment reflects the state of the art; is appropriate for the requesting office and the proposed use; will have operating personnel appropriate for its use; **and is** consistent with other equipment throughout the Department; and,
- (4) No **reimburseable agreements** or contracts shall be effected for audiovisual activities, services, products, or equipment between an originating office and any other Government office except an authorized audiovisual office within the same Operating Administration, Secretarial Office or the DOT Office of Public Affairs. Waivers may be granted by DOT Office of Public Affairs on a case-by-case basis.
  - i. Appeals regarding decisions made by the DOT Director of Public Affairs may be submitted in writing to the Secretary. Appeals shall be signed by the appropriate Administrator or Secretarial Officer, and forwarded through the DOT Director of Public Affairs.
  - j. Requests for waivers from the policies and procedures prescribed in this chapter shall be submitted to the DOT Director of Public Affairs. Such requests must include complete explanations regarding the proposed product and the reason why a waiver is requested and must be forwarded through the public affairs office of the submitting Administration or the Secretarial Office control point.

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6. **RESPONSIBILITIES.** The responsibilities of the relevant Department offices are as follows:

a. Offices originating **proposals** for audiovisual production or purchase of production equipment shall:

- (1) Submit proposals to their respective control points using DOT Form 1750.1, Audiovisual Request and Record, (Attachment **1**), and the audiovisual proposal format, (Attachment **2**), describing the proposed project, its purpose, need, justification of the project and the proposed medium, the intended audience and distribution, personnel to be involved, budget estimates, expected lifetime of the final product, and evaluation procedures to be followed upon completion of production;

An Operating Administration or Secretarial Office having internal procedures which conform to OMB Circular A-114 and the requirements of this chapter may continue to follow those procedures.

- (2) Review, together with their appropriate control point, existing products both in and outside the Department to assure that no product already exists that will serve the purpose of the proposed product;

- (3) When appropriate, serve on the review **committee** established by the Operating Administration or Secretarial Office control point to judge contractor proposals submitted for the production of any approved audiovisual project being carried out for the originating office;

- (4) Certify, upon satisfactory completion of a production, that the **final** product is acceptable and conforms to the specifications of the proposal; and,

- (5) Develop, with the appropriate control point and under the provisions of OMB Circular A-114, Attachment E, entitled EVALUATION and paragraph **6.b.(14)** of this chapter, the required **preproduction**, postproduction and independent evaluations (non-educational or training products) of approved audiovisual products.

b. Control Points, designated by Secretarial Officers and Administrators (preferably Public Affairs Directors in the Operating Administrations) shall:

- (1) Assist program offices within their organization in the development of proposals;

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- (2) Consult with the DOT Office of Public Affairs prior to the development of any proposal to ensure that the proposed activity or procurement complies with the criteria listed in this chapter;
- (3) In the case of Class **III** and Class IV products, conduct a review, together with the originating office, of existing products both in and outside the Department to assure that no product already exists that will serve the purpose of the proposed product;
- (4) In the case of Class **I** and Class **II** products, the control point shall contact the National Audiovisual Center, using Standard Form 282, Mandatory Title Check, (Attachment **3**), requesting information from its **data base** as to the availability of similar Federal products. The National Audiovisual Center will provide title information for those Federal products planned, in process or completed which the control point and originating office shall review to ascertain whether any existing Federal products can satisfy their program needs. If existing Federal products do not satisfy control point and originating office needs, development of the product proposal may proceed, conforming to all other requirements of this chapter. The control point shall submit with any approved Class **I** or Class **II** **proposal**, a summary of the review conducted of any existing Federal products **and** the returned Mandatory Title Check (Standard Form **282**), (Attachment **3**).
  - (a) When it has been determined that existing Federal products do not satisfy originating office needs, a separate page shall accompany the Federal Audiovisual Production Report (Standard Form **202**), (Attachment **4**), explaining why such existing Federal products do not satisfy those needs. This page shall be signed by the control point and forwarded to the National Audiovisual Center through the DOT Office of Public Affairs;
  - (b) Mandatory Title Checks are not required for proposed projects excluded by paragraph 7, Attachment **D**, OMB Circular A-114. These include:
    - (1) Those items which have a security classification;
    - (2) Those items made for internal use which specifically have been or would be denied public release pursuant to the Freedom of Information Act or other applicable laws and regulations;

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- (3) Those items with a useful life of short duration (usually twelve months or less), or low cost (usually \$1500 or less in contract production costs or in "in-house" hidden costs which are covered by OMB Circular A-76) and that release of these materials would not be of benefit to the public;
- (4) Those mixed media packages in which the accompanying printed material clearly predominates over the audiovisual material and are normally handled by the Superintendent of Documents. In some instances, audiovisual materials from mixed media packages may be available through the National Audiovisual Center with printed materials available through the Superintendent of Documents;
- (5) Those products which are prohibited by law from being distributed within the United States;
- (6) Those television and radio spot- announcements, public service announcements, newsclips or audio recordings related to the timely coverage of news events;
- (7) Those training materials which are so unique or highly specialized that their use is limited to the Department of Transportation;
- (8) Those multimedia products which involve the use of extensive or specialized projection equipment and special electronic programmers;
- (9) Audiovisual products resulting from criminal investigation procedures and other legal evidentiary procedures; and,
- (10) Footage resultant from photo-instrumentation or documentation procedures.

These exclusions do not apply to other paragraphs of this chapter unless specifically indicated. - Should audiovisual information excluded under paragraphs (1) through (10) be used in producing a subsequent audiovisual product that is not specifically covered by the exclusions, that product will be subject to the provisions of this chapter.



- (5) In the case of Class I and Class II products, conduct a review, together with the originating office, to determine if products exist in the private, commercial sector which may satisfy program needs. If those products do not satisfy originating office and control point needs, development of the product may proceed, conforming to all other requirements of this chapter. The control point shall submit with any approved Class I or Class **II** proposal, a separate summary of the review conducted, explaining why any existing products do not satisfy the need for the product. This summary shall be signed by the control point and submitted to the DOT Director of Public Affairs as part of the audiovisual proposal format, (Attachment 2).
- (6) Assign a qualified audiovisual specialist as production manager and include as part of the cost for any Class I, Class II and, if necessary, Class III audiovisual activity, product, or service assurance that sufficient funds will be provided to ensure that the assigned production manager is present for all location production;
- (7) Review and approve or disapprove all Class III and Class IV requests; forward all approved Class III requests to the DOT Director of Public Affairs for approval or designation, if necessary, of a qualified production manager;
- (8) Forward all approved Class I and Class II requests to the appropriate public affairs office, if the designated control point is not the public affairs office, for review;
- (9) perform and submit through the DOT Office of Public Affairs the required **preproduction** and postproduction reports (Standard Form 202), (Attachment 4), and pre and postproduction evaluations, (See paragraph 6.b.(14) of this chapter) as directed by OMB Circular A-114 of the appropriate approved Class I and Class II products;
- (10) Provide justification required by OMB Circular A-76 for **in-**house production proposals;
- (11) If appropriate, serve on and chair review committees to judge contractor proposals submitted for the production of approved audiovisual projects for the relevant Operating Administration or Secretarial Office;
- (12) Provide the DOT Office of Public Affairs with the Annual Audiovisual Report (Standard Form 203), (Attachment 5), for all audiovisual **activities** (Class I, Class II, Class III and Class IV) and facilities no later than November 30, covering the preceding fiscal year;

- (13) Provide the DOT Office of Public Affairs with quarterly reports from all headquarters and field offices, reporting each audiovisual activity, including Class III and Class IV products, and the production, duplication, distribution and total audience for each product during the preceding three months. This report is due no later than 20 calendar days following the end of each fiscal quarter;
- (14) Conform to the following evaluation requirements:
  - (a) Operating Administration and Secretarial Office control points developing audiovisual products for education and training shall develop preproduction testing techniques that will assure the achievement of product objectives. In those Operating Administrations and Secretarial Offices where annual production consists of four or fewer educational or training products, no fewer than one shall be evaluated. Operating Administrations and Secretarial Offices producing more than four but less than 50 such products annually shall do preproduction evaluation of not less than 20 percent of the anticipated products. Operating Administrations and Secretarial Offices producing more than 50 products annually shall evaluate 20 percent of the first 50 and 5 percent of all over 50;
  - (b) Postproduction testing of audiovisual products used for education and training shall consist of written evaluations of the effectiveness of the products. Postproduction evaluations shall be accomplished in the same percentage as preproduction and shall be submitted by the users of the material; i.e., trainers and educators;
  - (c) Independent evaluation of non-educational or non-training audiovisual products shall be made to determine the effectiveness of the products in **communicating** their intended messages. Evaluation shall be accomplished in the same percentages as specified in paragraph **6.b.(14).(a)**. The Interagency Audiovisual Review Board (IARB), established pursuant to Attachment G of OMB Circular A-114, shall be used by the Operating Administrations and Secretarial Offices to obtain independent evaluations of their products. Products will be evaluated by the IARB for achievement of purpose, creativity, continuity, and technical quality;

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- (d) All evaluations developed under paragraph 6. b. (14) (a) and (b) of this chapter shall be forwarded to the National Audiovisual Center (NAC) through the DOT Office of Public Affairs. These evaluations will be attached to the Federal Audiovisual Production Report (Standard Form 202), (Attachment 4), on file for the individual audiovisual product;
  - (e) Operating Administrations and Secretarial Offices shall evaluate on an annual basis the effectiveness of distribution systems for those products developed for free loan or rental. Evaluation will be performed by developing **statistical** reports which show the estimated number of viewers of specific products, and the resulting cost per thousand, based on number of viewers and costs of production and distribution. This data shall be considered by the Operating Administration or Secretarial Office in authorizing future audiovisual products. Distribution evaluation shall be accomplished for products in the same percentages as pre and postproduction testing for training products under paragraph **6.b.(14)(a)**. Copies of all evaluation reports shall be forwarded to the National Audiovisual Center through the DOT Director of Public Affairs; and,
- (15) Review and approve or disapprove all requests for audiovisual equipment and forward all approved requests for final review and approval or disapproval to the DOT Director of Public Affairs.
- c. Operating Administrations' Offices of Public Affairs shall review and approve or disapprove all Class I and Class II proposals. Approved Class I proposals shall be forwarded to the Administrator for approval or disapproval. All properly approved Class I and Class II proposals shall be forwarded to the DOT Director of Public Affairs for final policy review, approval or disapproval, and designation or approval of a qualified production manager.
  - d. Secretarial Officers and Administrators shall:
    - (1) Review and approve or disapprove all Class I proposals and requests originating within their organizations; and,
    - (2) Designate control points in their organizations (preferably Public Affairs **Directors** in the Operating Administrations) who shall have the responsibilities detailed in paragraph **6b** of this chapter.

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- e. The DOT Director of Public Affairs, shall expeditiously review and approve or disapprove all proposals submitted by Secretarial Offices and Operating Administrations for audiovisual products and services based on the degree to which the proposed product reflects Departmental policies, program priorities, and the criteria listed in paragraph **6.e.(1)**. The DOT Office of Public Affairs shall also:
- (1) Consult with originating offices and designated control points in the Secretarial Offices and Operating Administrations during the initial development of proposals of Class I and Class II projects to provide guidance based on the following criteria:
    - (a) Consideration of the proposed product's identifiable need and projected useful life;
    - ( b ) C o s t ;
    - (c) An appraisal of the product's relative importance as weighed against other Departmental programs and audiovisual production obligations;
    - (d) An analysis of the probable effectiveness of the proposed product in view of its intended audience, duplication plans, distribution techniques, intended production standards, and the per unit audience cost;
    - (e) An assessment of the probability that the product will achieve its stated objectives;
    - (f) A consideration of possible alternatives to the proposed product; and,
    - (g) An assessment of the proposed production process to assure the highest quality at the lowest cost.
  - (2) Consult with the originating office and designated control point in the Secretarial Office or Operating Administration during the initial development of requests for procurement of audiovisual equipment, as defined in paragraph **3.d.**, to provide guidance based on the criteria included in subparagraph (5) of this paragraph.
  - (3) Approve or designate a production manager for each Class I **and Class II** product and, if **necessary, for Class III** products. The production manager shall be qualified in the appropriate audiovisual activity and **shall** be from the Operating Administration or the DOT Office of Public Affairs and shall be the contracting officer's technical representative for

those contracts in which audiovisual services, products, or equipment are the principal part; and to work closely **with** the originating office at all times to ensure the project remains within the requirements **set in** the original proposal and fulfills the purposes for which it was initiated. The production manager shall be directly responsible for the following:

- (a) Managing all preproduction elements, such as proposals, themes, designs, proposed costs, and storyboards;
  - (b) Managing the intermediate stages of production to assure quality, cost effectiveness, and compliance with Departmental policy;
  - (c) Managing the postproduction of audiovisual products, including processing, editing, lab work, mastering, and duplicating; and,
  - (d) Securing the approval of the DOT Director of Public Affairs prior to authorizing any departure from the original proposal or asking a contracting office to authorize such a change which alters the product's identifiable need and projected useful life, its cost, probable effectiveness, intended audience, duplication plans, distribution techniques, the project's stated objectives in the approved proposal or other criteria upon which the original proposal was approved.
- (4)** Oversee all aspects of audiovisual activities undertaken within the Department. Specifically, the DOT Office of Public Affairs is responsible for oversight of the following:
- (a) Pre-proposal planning and consultation prior to the development and submission of a formal proposal;
  - (b) All preproduction elements, such as proposals, themes, designs, proposed costs, scripts, and storyboards;
  - (c) The intermediate stages of production to assure continuing quality, cost effectiveness, and compliance with Departmental policy;
  - (d) The postproduction phases of audiovisual products, including processing, editing, lab work, and mastering; and,
  - (e)** All phases of duplication, distribution, and evaluation of any Departmental audiovisual product.

- (5) Review and approve or disapprove requests for procurement of audiovisual equipment by the Secretarial Offices and Operating Administrations based on the following criteria:
  - (a) Conformance with the directives of OMB Circular A-76;
  - (b) cost;
  - (c) A demonstrated need for the equipment by the requesting offices;
  - (d) Availability of similar equipment within the Department;
  - (e) Appropriateness of the requested equipment for the proposed use, including consideration of alternative equipment, relationship to current state of the art standards, and usefulness to achieving the final product(s);
  - (f) Availability of adequately trained personnel in the requesting office to operate the proposed equipment;
  - (g) Relationship of the requested equipment's capabilities to the principal responsibilities of the requesting office;
  - (h) Projected or probable useful life of the requested equipment; and,
  - (i) Compatibility with existing Department equipment and projected future development of the state of the art.
- (6) Maintain a Department-wide inventory of audiovisual equipment, a schedule of Class I, Class II and certain Class III audiovisual activities, a listing of audiovisual personnel, and a catalog of audiovisual software;
- (7) Compile the Annual Audiovisual Reports from the Operating Administrations and Secretarial Offices into a Departmental report for submission to the National Audiovisual Center;
- (8) Review and submit to the National Audiovisual Center **preproduction** and postproduction reports (Standard Form 202), (Attachment 4), and evaluations;
- (9) Serve on all review **committees** to judge contractor proposals submitted for the production of approved audiovisual projects; and,

- (10) Compile quarterly cost, production, duplication, and distribution statistical reports from those submitted by the Operating Administrations and the Secretarial Offices.
- f. Contracting Officers in the Office of the Secretary and the Operating Administrations shall not initiate any contract or grant which includes any purchase orders, interagency or reimbursable agreements, general working agreements for any Class- I or Class II audiovisual product or audiovisual equipment without the written approval of the DOT Director of Public Affairs and designation or approval by the DOT Director of Public Affairs of a project production manager on Class I, Class II and, if appropriate, Class III products. (The approval of the request and the name of the production manager will be indicated on DOT Form 1750.1. A copy of this form shall be submitted with the official contract record.) **(Attachment 1.)**
- g. The Department's Visual Information Branch shall not accept any Class I or Class II workorder for any audiovisual activity, service or product without the written approval of the DOT Director of Public Affairs and the designation or approval of a project production manager by the DOT Director of Public Affairs on Class I, Class II or, if appropriate, Class III audiovisual products. (The approval of the request and the name of the production manager will be indicated on DOT Form 1750.1, (Attachment 1). A copy of this form shall be submitted with the official contract record.)
- h. The Department's Inspector General shall conduct periodic reviews of the Department's control system to ensure that all elements of the system comply with this Order and with all appropriate OMB directives.

CHAPTER V

PUBLICATIONS AND PERIODICALS

1. PURPOSE. This chapter prescribes procedures for the planning, preparation and production of public use publications and periodicals sponsored by all elements of the Department of Transportation. It also establishes review; clearance and evaluation criteria for such materials from their initial concept through completion of the final **product**, and insures continuing compliance with existing Federal regulations and directives governing printing and publishing activities. These procedures are established in order to insure high quality, eliminate duplication and provide guidelines for justifying publication and periodical requirements.
2. REFERENCE. Office of Management and Budget (OMB) Circular No. A-3, Revised, of May 18, 1972, Subject: "Government Periodicals," which prescribes the policy and procedures for using appropriated funds available for printing.
3. DEFINITIONS.
  - a. Publications. All designing, writing, editing, production and distribution of printed matter for use outside the Department, including any one-time publication not within an "established system." Includes employee publications or journals and materials sold to the public. Also includes public use brochures, pamphlets, posters, folders, and other printed matter describing DOT missions or some aspect of Departmental operations, such material requiring periodic revision or updating to assure currency and relevancy of content. Excludes news releases, speeches, public statements and articles, which are covered in separate chapters.
  - b. Periodicals. All publications as specifically defined in OMB Circular No. A-3, "Government Periodicals," produced for public use, published either as a series or produced at regular or intermittent intervals, or published within an "established system." Excludes publications construed to cover laws, regulations, instructions, opinions, decisions, official notices, circulars, and internal information bulletins. Also excludes strictly administrative reports, memoranda, statistical material and other information required exclusively for the **use** of the issuing office or service in the transaction of its routine business.



4. RESPONSIBILITIES.

- a. The Public Affairs Council shall advise the OST Director of Public Affairs on the recommended technical and professional standards for all DOT public use publications and periodicals. The Council will also monitor compliance with Departmental policies and the appropriate Federal regulations and directives governing printing and publishing.
- b. The Office of Public Affairs, -DST, shall obtain any required DOT clearances and coordinate OST publishing activities with the appropriate Departmental printing and procurement offices or services. **S-80,** in cooperation with the OST Office of Administrative Operations, shall compile and issue an annual catalog of public use publications and periodicals, listing each by title and subject matter.
- c. The public affairs directors of the operating administrations are responsible for policy compliance and technical accuracy of their respective organization's publications and periodicals. **Directors will** approve material concept, submit publication requests to S-80, and approve finished products as follows:
  - (1) Proposed projects planned and prepared in operating administration offices or services must meet specific needs of the originating organization..
  - (2) Directors **will monitor** the progress of each project 'from preliminary draft stage through completion and ultimate 'distribution to 'the public.

5. PUBLISHING PRACTICES. The Government Printing Office "Style Manual" shall be the principal guide in the preparation of manuscripts for **publication.** All DOT publications and periodicals must contain appropriate identification of the Department of Transportation and the issuing Secretarial office or operating administration in accordance with DOT **1360.1A,** Identification of Printed and Typed Materials and Visual Aids; of 7-31-72. **They** must also bear month and year date of actual issue.

6. REVIEW SYSTEM Departmental public affairs offices (**OST** and operating administrations) shall develop mechanisms for planning and reviewing public use materials **in** accordance with the following procedures:

- a. Prior to preparation of a draft manuscript, the following steps should be taken:
    - (1) A study of the extent to which the proposed material implements OST or operating administration public affairs plans and Departmental priorities.
    - (2) An assessment of project need, weighed against overall public affairs obligations regardless of whether funds have been budgeted for it by the originator.
    - (3) An appraisal of the project's probability of achieving its stated goals.
    - (4) A consideration of alternative methods of communication.
    - (5) A measurement of the project's cost-benefit, including an estimated audience cost per unit.
    - (6) A description of proposed distribution strategy intended to insure the desired readership.
    - (7) Such other standards as may be established by the DOT Public Affairs Council.
  - b. Prior to production of publications and periodicals, the criteria for reviewing and clearing authorized projects shall include, but not be limited to:
    - (1) An evaluation of the technical and professional quality of pre-publication material (e.g., manuscripts, rough layouts and stock samples.).
    - (2) A reappraisal of the project's estimated life and utility, conducted at the time of its required pre-production review.
7. PERIODICALS. In addition to mandatory compliance with the "Review System" prescribed in paragraph 6, the following procedures shall also apply to periodicals:
- a. Renewals. Requests for renewal publication authority must be accompanied by a readership survey or other accepted indicator of continuing public interest.
  - b. New Periodicals. All requests for new periodicals shall be forwarded to S-80 with the following documentation:

- (1) Data required by OMB regulation, as specified in paragraph 8, "Submissions."
  - (2) Analysis of potential readership.
  - (3) A specific distribution strategy.
  - (4) Justification of need in terms of public interest, lack of duplication and the requirement for periodic issue.
  - (5) Substantial verification of anticipated savings through elimination of other periodicals or one-time publications.
- c. Clearances. Following review by S-80 and the Public Affairs Council, all requests for renewals and new periodicals will be forwarded to the Assistant Secretary for Administration for his approval and transmittal to OMB.
8. SUBMISSIONS; Secretarial offices and operating administrations will submit plans for new publications systems, including periodicals as defined in OMB Circular No. A-3, to the Public Affairs Council through S-80. The Council constitutes the final action authority prior to forwarding proposals to the Assistant Secretary for Administration. It will review all projects initiated after the date of this order; Submission will be by memorandum in accordance with the following:
- a. Proposed publications not requiring Circular A-3 application shall include a statement of purpose, estimated cost (including preparation, editorial, printing and distribution), frequency, quantity, format, production method, intended audience and whether the product will be sold by the Superintendent of Documents or issued at Government expense.
5. Proposed publications requiring Circular A-3 application shall include in the memorandum all information stated in Circular A-3; submission criteria for material in this category follows:
- (1) Final determination as to whether Circular A-3 applies shall be made by the OST Office of Management Systems, TAD-20, which has Departmental responsibility for central printing and publications management.
  - (2) A copy of each submission furnished to the Council shall be provided to the OST Management Planning Division, TAD-23, for appropriate comment to the Council within 15 days of its receipt.
  - (3) In addition, appropriate contact and preliminary arrangements with the OST Publishing and Graphics Division, TAD-48, should be made by the **originator** in advance of submission to the Council and TAD-23.

- (4) Organizations sponsoring projects within the purview of Circular A-3 shall submit to S-80 all necessary supporting documentation for processing to OMB through the Assistant Secretary for Administration.
9. CONTROL POINTS. Secretarial officers and heads of operating administrations will designate control points within their organizations to review projects and serve as a point of contact with S-80 and the Public Affairs Council. They will assure that their respective control points review proposals before submission to higher authority.

## CHAPTER VI

### SPEECHES, STATEMENTS, INQUIRIES AND CONFERENCES

1. PURPOSE. This chapter prescribes procedures for clearing speeches, releasing public statements, handling inquiries on **sensitive or** policy matters, and planning news conferences and interviews involving Department of Transportation representatives. It is intended to insure that informational data attributed to Department officials uniformly and accurately reflect DOT policy and position.
2. DEFINITIONS.
  - a. Speeches. All addresses and remarks by DOT officials at public forums and other events. Includes presentations delivered formally or informally to government, industry, business, professional, civic, fraternal and other specialized groups and organizations.
  - b. Statements. All commentary and opinion issued publicly, whether written or spoken, concerning Department operations, activities and policies. Excludes news releases, articles, institutional advertising and other types of information materials which are covered in preceding chapters.
  - c. Inquiries. All news media (print and broadcast) contacts with offices in OST and operating administrations, whether received in writing, telephonically or in person.
  - d. Conferences. All meetings called on behalf of officials of DOT for the purpose of briefing one or more accredited news media representatives with either prepared or extemporaneous remarks. Include pre-arranged and impromptu news interviews, regardless of subject matter, and other publicity events in which Department personnel participate.
3. RESPONSIBILITIES.
  - a. Speeches and Statements.
    - (1) The Public Affairs Council shall provide guidance on the necessary standards for speech quality, style and content, but will not have jurisdiction over public statements as defined in paragraph 3b.

- (2) The Council shall also present general guidelines for evaluating public platforms and minimum performance standards required of those authorized to represent the Department in an official capacity.
- (3) The OST Office of Public Affairs shall review and clear all speeches and public statements, except for Congressional testimony, to be presented by Secretarial Officers or heads of operating administrations or their deputies.
- (4) Public affairs **directors** in the operating administrations shall be responsible for preliminary approval of all speeches and statements originating within their organizations which require S-80 review and clearance.
- (5) Secretarial Officers and heads of operating administrations shall review and approve speeches or statements to be presented by subordinates, or they may delegate this responsibility to the public affairs office **in** their respective organizations.
- (6) S-80 shall process speeches and public statements as expeditiously as possible in accordance with the following procedures:
  - (a) Speeches and statements requiring S-80 review must be prepared with full text; outline material will not be accepted for clearance purposes.
  - (b) Speeches and statements requiring S-80 clearance shall be submitted 72 hours in advance of the scheduled release date or the speaker's departure time.
  - (c) Public affairs offices in OST and the operating administrations may establish particular procedures to accommodate distribution or ancillary publicity efforts planned in connection with the appearance of DOT spokesmen.
  - (d) If timing is a critical factor, Department officials issuing statements which require S-80 concurrence may obtain clearance by the most expeditious means available, provided all other requirements for internal coordination and review have been met.

b. Inquiries and Conferences.

- (1) All offices in OST and the operating administrations must clear news media contacts, written or oral, with the public affairs office in their respective organizations before transmitting any substantive information.

- (2) All responses to media inquiries involving sensitive information must first be coordinated with S-80, through established internal channels, to insure consistency with DOT policies and position on major or disputable issues.
- (3) All requests for news interviews with **OST** and operating administration personnel must be coordinated with S-80 if, in the judgment of the appropriate public affairs office, the subject involves DOT policy or is considered sensitive.
- (4) Following such interviews as specified above, the public affairs offices of operating administrations shall advise S-80 of the significant questions and answers which might impact the Department or the agency involved,
- (5) Public affairs directors in operating administrations shall submit to S-80 a written notice, as far in advance as possible, of any proposed news conference, news briefing or potentially newsworthy event or appearance initiated by their respective agencies or by media' (print or broadcast) representatives;
- (6) S-80 resources are available to **assist** in the planning, development and execution of news. conferences, news briefings and other public events involving operating administration personnel.
- (7) S-80 shall supervise all public affairs events involving the Secretary or the Under Secretary, provide guidance for public affairs activities of Secretarial offices, and support such programs that are beyond an operating administration's normal staff capacity.

c. Public Appearance Coordination.

- (1) Communications addressed to the Secretary or the Under Secretary which involve public speaking or participation shall be directed to S-80 for action, including:
  - (a) All invitations for speeches and appearances. **except** internal meetings, testimony and other activities **of** a private, personal or official nature where no public affairs involvement is necessary.
  - (b) All requests for interviews with representatives of the print or electronic media.

- (c) All requests for support of public projects, charities, fund drives, advertising campaigns, special promotions, social causes, benefits, safety programs, institutions, foundations, trade organizations, etc.
- (2) S-80 will also be responsible for evaluating prospective forums, events or platforms, including all ancillary activities offering opportunities for potential benefit to DOT, and shall:
  - (a) Forward to the Secretary or the Under Secretary requests meriting their consideration.
  - (b) Recommend acceptance, rejection or referral to another Department official, based on a review of the activity's importance, audience, geographic location and other factors.
  - (c) Handle all related correspondence and required responses, including acknowledgements, final acceptances or declinations.
  - (d) Assist requesting parties in meeting their needs, where appropriate, through assignment of other qualified Department spokesmen and representatives (from headquarters or field).
  - (e) Provide supporting services for the Secretary and the Under Secretary, including speech preparation, sponsor contacts, news media notification and coverage, internal coordination and other necessary advance activities.
- (3) Public affairs directors of operating administrations shall establish similar procedures for their principals in accordance with the basic procedures outlined above, subject to S-80 review.
- 4. EVALUATION. The OST Office of Public Affairs may on its own initiative or at the request of operating administrations audit and evaluate speech content and the effectiveness of individual speakers. In addition, S-80 may monitor and critique news conferences and other publicity events to identify areas, for possible improvement. When appropriate, video tape may be used as a training or evaluation tool.



CHAPTER VII

RECRUITING AND CAREER DEVELOPMENT

1. PURPOSE. This chapter provides general guidelines for a coordinated public affairs recruiting system, a training and career development program, and the interchange of public affairs personnel on ~~either a~~ short-term or a permanent basis within the Department of Transportation. These guidelines are designed to develop and maintain high levels of professionalism and proficiency in DOT public affairs functions, and to insure the availability of proper staffing and other resources necessary to meet ~~the~~ Department's wide-ranging public affairs commitments.
2. RECRUITING. Civilian public affairs personnel matters shall be coordinated as follows:
  - a. The Public Affairs Council shall act as the principal vehicle for exchanging information on key public affairs personnel.
  - b. The OST Director of Public Affairs shall, when vacancies occur, ~~designate candidates for the position of public affairs~~ <sup>director</sup> in each operating administration and submit the list of his recommendations to the appropriate administrator.
3. CAREER DEVELOPMENT.
  - a. The Public Affairs Council, assisted by the OST Office of Personnel and Training, shall develop and sponsor annually a public affairs training program incorporating courses, seminars and other career development ~~curricula~~ as required.
  - b. The OST Office of Personnel and Training shall provide technical assistance, expertise and necessary public affairs educational materials for the career development program, produced either ~~in-~~house or under contract.
  - c. The director of public affairs in each operating administration shall present to the Council on an annual basis an assessment of his own personnel situation, including:

- (1) A review of his organization and its current staffing.
- (2) A report on any vacancies he is unable to fill from within.
- (3) A discussion of career development plans in his own office.
- (4) A summary of special efforts to advance minorities and women.

d. The director of public affairs in each operating administration shall also maintain individual career development plans for his office.

4. MANPOWER POOLING. To achieve flexibility in the deployment of DOT public affairs resources in areas of greatest need, the Public Affairs Council shall aid in the temporary detail of public affairs personnel from one office to another. A public affairs director desiring such assistance to meet an **abnormally high** workload shall notify the **OST** Office of Public Affairs, specifying his particular requirement, justification and estimated duration of the temporary assignment.

CHAPTER VIII

PUBLIC AVAILABILITY OF INFORMATION

1. PURPOSE. This chapter establishes procedures governing public access to the records of the Department of Transportation, including the Office of the Secretary and all operating administrations.
2. REFERENCE.
  - a. Section 552, Title 5, U.S.C., Freedom of Information Act, requiring public availability of Federal records.
  - b. Part 7, 49 CFR, Department of Transportation regulations, outlining DOT's freedom of information regulations.
  - c. DOT 1640.4, Classification and Declassification Control of National Security Information, 12-12-72, outlining DOT's policy on classification and declassification control of national security information.
  - d. DOT 1640.1, Control and Protection of "For Official Use Only" Information, 12-27-71, outlining DOT's policy on control and protection of "For Official Use Only" information.
3. BACKGROUND. The Freedom of Information Act of 1966 provides for making Government information available to the public unless it falls within specific categories which are exempt from public disclosure. Part 7 of the Regulations of the Office of the Secretary sets forth the policies and procedures of the Department governing public access to DOT records. This chapter establishes additional internal procedures for handling requests for records. Its administration shall be coordinated through the OST Office of Public Affairs.
4. POLICY. In administering Part 7, it is the policy of the Department of Transportation to make information within the Department available to the public to the greatest extent possible, in keeping with the spirit of the Freedom of Information Act. Therefore, all records of the Department, except those that the Department specifically determines must not be disclosed in the national interest, for the protection

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of private rights, or for the effective conduct of public business, are available for public inspection and copying. **Accordingly,** the Department will release a record authorized to be withheld under sections 7.65 through 7.79 of the Regulations of the Office of the Secretary unless it is determined that the release would be inconsistent with a purpose of the section concerned. Each officer and employee of the Department of Transportation is directed to make information available to the public promptly and to the fullest extent consistent with this policy. A record may not be withheld from the public solely because its release might suggest administrative error or embarrass an officer or employee of **the** Department.

5. GENERAL ADMINISTRATION. Section 7.11 of the Regulations of the Office of the Secretary delegates authority to administer Part 7 in connection with the records of the Office of the Secretary to the Director of Public Affairs. That section also delegates authority to administer Part 7 in connection with the records in each operating administration to the head of that operating **adminis-**tration together with authority to redelegate it to officers of that administration in connection with defined groups of records. The head of an operating adminis-  
tration may redelegate his authority to issue a final denial of a request for a record only to his deputy and to not more than one other officer who reports directly to the head of, and who is located at the headquarters of, that administration. The General Counsel of the Department has authority to issue a final denial of a request for a record in the Office of the Secretary.

6. COORDINATION OF DENIALS. Each initial denial should be **coordinated with the** Chief Counsel, his designee, or the appropriate field legal officer of the operating administration concerned, or in the case of the Office of the Secretary, with the General Counsel of the Department. Each final denial must be concurred in by the General Counsel of the Department. The Counsel may require such additional coordination as he considers necessary.

7. REQUESTS FOR RECORDS.

- a. Time Limits. Each operating administration and the Office of the Secretary must comply with the time limits established by sections 7.21 and 7.23 of Part 7. Section 7.21 requires an initial determination as to whether to release a requested record

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to be made within 10 working days after the request is received. Section 7.23 requires a determination with respect to any appeal to be made within 20 working days of the receipt of such appeal. The person requesting a record must be notified immediately of the decision which has been made. When the decision is to release the requested record, the record shall be made promptly available for inspection. However, it may be necessary to collect duplicating fees in accordance with sections 7.93(f) and 7.95 of the regulations and paragraph 8 of this chapter before making copies of the record.

- b. Extension of Time Limits. Section 7.25 of Part 7 permits, in certain circumstances, extension of the time limits prescribed in either section 7.21 or 7.23 by not more than 10 days, cumulatively. Such an extension of time limits with respect to section 7.21 shall be made only with the concurrence of the Chief Counsel of the concerned operating administration, or, for OST, the General Counsel.
- c. ~~Records in the Custody of Another Operating Administration.~~ If an operating administration or the Office of the Secretary receives a request for a record that is not in its custody but is in custody elsewhere in the Department, that request shall be forwarded to the appropriate operating administration or the Office of the Secretary, as the case may be. The time limits prescribed in sections 7.21 and 7.23 of Part 7 shall not begin to run until the request has been received by the appropriate administration or the Office of the Secretary, as the case may be.
- d. Records, the Release of Which May Affect Another Part of the Department. If the release of a requested record by an operating administration might affect another operating administration or the Office of the Secretary, the administration handling the request shall coordinate the release with the other operating administration or that office, as the case may be. If the release of a requested record by the Director of Public Affairs might affect an operating administration, he shall coordinate the release with that operating administration. If a requested record concerns matters which are or may become the subject

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of litigation, the office handling the request shall coordinate the request with the General Counsel of the Department.

- e. Additional guidance regarding the handling of records classified in the interest of national security or the handling of unclassified records which, require protection against uncontrolled release is set forth in Orders DOT 1640.4 and DOT 1640.1, respectively.

8. FEES,

- a. Fees for Search and Reproduction. Except for services performed without charge or at a reduced charge pursuant to section 7.98 of Part 7, each request for a search of records or for a copy of a record must be accompanied by the fee prescribed in section 7.95 of Part 7. When the fee is not readily ascertainable without examination of the records, the officer or employee receiving the request will furnish an estimate of the fee to the person making the request or the fee may be collected after the records are made available. If a search is necessary the fee for a search is charged, regardless of whether it is successful. Fees collected shall be promptly forwarded to the accounting office in accordance with the provisions of DOT 2770.8, Collections-Receipt and Control, 7-25-73.

- b. Services for Which No Fees are Charged

- (1) No fee is charged for inspection of records.
- (2) No fee is charged for time spent in preparing correspondence related to a request and in making determinations whether to release a requested record.
- (3) No fee is charged for documents furnished in response to:
  - (a) A request from an employee or former employee of the Department for copies of personnel records of the employee;
  - (b) A request from a member of Congress for his official use;

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- (c) A request from a State, territory, U.S. possession, county or municipal government, or an agency thereof;
  - (d) A request from a court that will serve as a substitute for the personal court appearance of an officer or employee of the Department; or
  - (e) A request from a foreign government or an agency thereof, or an international organization.
- (4) Documents will be furnished without charge or at a reduced charge if the Director of Public Affairs, or the head of the operating administration concerned, as the case may be, determines that waiver or reduction of the fee is in the public interest because furnishing the information can be considered as primarily benefiting the general public. Factors which may be considered in determining whether furnishing of the information is in the public interest include the following:
- (a) The size or proportion of the population which is likely to be benefitted by the release of the information.
  - (b) How significantly the public will be benefitted.
  - (c) The uses for which the information is being requested.
  - (d) The current level of public attention to the general subject to which the information relates.
  - (e) The nature of the group requesting the material. Of special significance is whether the requester of the record is a group engaged in a nonprofit activity designed for the public safety, health or welfare; a school; or a student engaged in study in the field of transportation.

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9. **APPENDICES TO PART 7.** Section 7.1(c) of the Regulations of the Office of the Secretary provides for a separate appendix to the regulations for the Office of the Secretary and each operating administration to describe its inspection facilities, the kinds of records available for inspection and the procedures by which members of the public may **request records**. The OST Director of Public Affairs and the head of each operating administration shall quarterly, and at such other times as necessary to reflect changes in the items covered, republish the appendix for his organization in the Federal Register.
10. RESPONSIBILITIES.
- a. The **Director** of Public Affairs shall:
- (1) Develop **and** implement a system to assure prompt assignment of action on Freedom of Information Act (**FOIA**) requests to OST offices having custody of requested records.
  - (2) Assure that Freedom of Information Act requests to OST are answered within the time limits required by sections 7.21 and 7.23 of Part 7 and establish **necessary** related administrative procedures, including date stamping of requests not marked in accordance with section 7.53 (a) of Part 7 at the time of identification as an FOIA request in accordance with section 7.53(b), (Requests marked in accordance with section 7.53(a) will be date-stamped by the mail room).
  - (3) Monitor the effectiveness and timeliness of Departmental responses to FOIA requests and make **recommendations** to improve the Departmental FOIA program.
- b. The head of each operating administration shall:
- (1) Designate **an FOIA** program officer and notify the Director of Public Affairs of that designation.

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- (2) Develop and implement a system to assure prompt assignment of action on Freedom of Information Act requests to the offices having custody of records requested.
  - (3) Assure that Freedom of Information Act requests are answered within the time limits required by sections 7.21 and 7.23 of Part 7 and establish necessary related administrative. procedures, including date stamping of requests not marked in accordance with section 7.53(a) of Part 7 at the time of identification as an FOIA request in accordance with section 7.53(b). (\*Requests marked in accordance with section 7.53(a) will be date-stamped by the mail room).
  - c. The Director of Administrative Operations shall assure that all requests marked "FOIA" in accordance with section 7.53(a) of Part 7, are date-stamped when initially received (i.e. in the mail room).
11. REPORT TO CONGRESS. The annual report to Congress required by the Freedom of Information Act shall be prepared by the OST Director of Public Affairs. To facilitate preparation of this report, each administrator and each OST official authorized to issue an initial denial shall provide the following information. for the preceding calendar year to the OST Director of Public Affairs by January 31 of each year:
- a. The number of initial denials made.
  - b. The number of appeals from initial denials, the results of appeals and the reasons for each final denial, including the specific exemption upon which the denial was based.
  - c. The name and title of each person responsible for each final denial and the total number of times each such person has been responsible for a final denial.
  - d. The total amount of fees collected pursuant to section 7.95 of the Regulations of the Office of the Secretary.

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12. PUBLIC READING ROOM. The OST Director of Public Affairs is responsible for maintaining a public reading room in which the following material, not exempt under subpart F of Part 7, will be made available for public inspection and copying:
- a. Any material issued by OST or an operating administration and published in the Federal Register, including regulations.
  - b. Final. opinions (including concurring or dissenting opinions) and orders rendered within the Department.
  - c. Any policy or interpretation issued from within the Department, including any policy or interpretation concerning a particular factual situation if that policy or interpretation can reasonably be expected to have precedential value in any case involving a member of the public in a similar situation.
  - d. Any staff manual or administrative instruction to staff issued from within the Department, that affects any member of the public, and that, when implemented, requires or limits any action of any member of the public or prescribes the manner of performance of any activity by any member of the public.

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AUDIOVISUAL REQUEST AND RECORD

For OST Use

Project Number

Date Requested \_\_\_\_\_

Date Required \_\_\_\_\_

Title, Subject, or Equipment and Brief Description					
Originating Office	Contact Person	Routing Symbol	Extension		
<b>Type of Request</b> <input type="checkbox"/> Production CI Duplication CI Distribution  <input type="checkbox"/> Purchase <input type="checkbox"/> Software <input type="checkbox"/> Hardware			<b>Type of Equipment</b> <input type="checkbox"/> Film CI Video <input type="checkbox"/> Audio		
<b>Type of Audiovisual</b> <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Film <input type="checkbox"/> 16mm <input type="checkbox"/> 36mm</div><div><input type="checkbox"/> Video <input type="checkbox"/> 1/2-Inch <input type="checkbox"/> 3/4-Inch</div><div><input type="checkbox"/> 1-Inch <input type="checkbox"/> Z-Inch</div><div><input type="checkbox"/> Slide-Sound <input type="checkbox"/> 36mm' <input type="checkbox"/> Super Slide</div><div><input type="checkbox"/> Audio <input type="checkbox"/> Music <input type="checkbox"/> Narration</div><div><input type="checkbox"/> Mixed <input type="checkbox"/> Other</div></div>					
<input type="checkbox"/> Audiovisual Proposal <b>Format Attached</b> <input type="checkbox"/> Mandatory Title Check <b>(Form 262) Attached</b> <input type="checkbox"/> <b>CI Pre-production</b> Report (Form 202) Attached Number of Duplicates to be Made					
<b>Distribution Method</b> <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Commercial Distributor <input type="checkbox"/> <b>National Audiovisual Center</b></div><div><input type="checkbox"/> Originating Office or Public Affairs Office <input type="checkbox"/> Other (<i>Specify</i>):</div></div>					
<b>Production Manager:</b>					
<b>Approval</b>					
<i>Director, Originating Office</i>		<i>Date</i>	<i>Control Point</i>		<i>Date</i>
<i>Director, Public Affairs (Mode)</i> <i>(If not applicable, Control Point initial)</i>		<i>Date</i>	<i>Assistant Secretary or Administrator</i> <i>(if not applicable, Control Point initial)</i>		<i>Date</i>
<i>Director, OST Public Affairs</i>		<i>Date</i>			
<b>Receipt</b> The Audiovisual Product or Equipment Has <b>Been Delivered</b> as Requested and is Considered Satisfactory.					
<i>Director, Originating Office</i>		<i>Date</i>			
The Post-Production Report (Form 202) Has Been Completed and Forwarded to the National Audiovisual Center					
<i>Control Point</i>		<i>Date</i>			
Duplication Has <b>Been</b> Completed and Copies Are Being Distributed					
<i>Control Point</i>		<i>Date</i>			

AUDIOVISUAL PROPOSAL FORMAT

- I. DESCRIPTION OF PROJECT: This paragraph should include: the subject matter of the proposed audiovisual product; its medium (film, slide set, videotape (quarter inch, half inch, three quarter inch, one inch, two inch); the proposed length of the project; the number of units if proposing a series; suggested format (drama., documentary, interview, narration, combination of various formats).
- II. SUBMITTING OFFICE/PERSONNEL: This paragraph should include: the name of the originating office; the individual assigned to supervise the technical content of the proposed project; the name of the qualified audiovisual specialist assigned as Production Manager, if possible, and the phone numbers of those individuals. NOTE: If there is no qualified audiovisual specialist available within the organization of the requesting administration, a Production Manager will be designated by the DOT Office of Public Affairs.
- III. PURPOSE: This paragraph should include a concise statement : explaining precisely what the proposed project would accomplish.
- IV. NEED: Explain why the proposed project is important. Demonstrate that there is an identifiable need for the finished product, including as much concrete documentation as possible. Explain what situation(s) has suggested that an audiovisual product should be made and how that finished product would affect that situation.
- v. AUDIENCE: This paragraph should identify for whom the finished product is intended; the estimated number of the total intended audience; and, a brief explanation of why this audience should see/hear the finished product.
- VI. JUSTIFICATION OF MEDIUM: **Explain** why the proposed medium will be the most effective; detail which other media were considered and why they were rejected. **Inclose** with this proposal the Mandatory Title Check (Standard Form 282) **returned** from the National Audiovisual Center.
- VII. DUPLICATION: Explain how many copies are required and why.
- VIII. DISTRIBUTION: Explain how the finished product will reach the intended audience, including an estimate of the useful life of the finished product with as much documentation regarding estimated lifespan as possible. NOTE: Current government regulations discourage in-house distribution plans. Primary consideration should be given to contracting with GSA approved commercial distribution companies or with the National Audiovisual Center.
- X. COSTS: This paragraph should include the amount of money available for the project and its budget authority. If the proposed project is to be produced in-house, provide detailed justification as called for in OMB Circular A-76.

<b>MANDATORY TITLE CHECK</b> <i>(Complete for each planned production in accordance with the provisions of OMB Circular (A-114))</i>		Complete and return copies 1 and 2 to: National Audiovisual Center (NAC) General Services Administration Attn: Mandatory Title Check Washington, DC 20409
1. NAME OF REQUESTING AGENCY	2. DATE	3. AGENCY INTERNAL CONTROL NUMBER (if required)
<b>4. AGENCY CONTACT FOR ADDITIONAL INFORMATION</b>	a. NAME AND TITLE	
	b. TELEPHONE NUMBER (Include area code) <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> FTS</div><div><input type="checkbox"/> COMMERCIAL</div></div>	
c. ADDRESS (Include ZIP Code)		
5. INTENDED SUBJECT - BROAD/SPECIFIC		
6. SPECIFIC OR UNIQUE ELEMENTS (Intended audiences, techniques, regulations, etc.)		
7. INTENDED PURPOSE		
<b>NAC will complete items 8 through 12 and return to requesting agency.</b>		
8. THE CENTER HAS COMPLETED ITS SEARCH FOR PRODUCTIONS SIMILAR TO THOSE ABOVE.	<div style="display: flex;"><div style="margin-right: 10px;"><input type="checkbox"/></div><div>a. We are unable to locate any productions that would meet the requirements specified in your request.</div></div> <div style="display: flex;"><div style="margin-right: 10px;"><input type="checkbox"/></div><div>b. We have enclosed information on _____ production(s) which may be appropriate for your program. See instructions block, upper left corner of Standard Form 202 concerning the required justification to continue with your planned production.</div></div>	
9. COMMON DATA BASE (CDB) SEARCH NUMBER		
<div style="display: flex; align-items: center;"><div style="width: 30px; height: 30px; background-color: black; margin-right: 10px;"></div><div>This CDB number is assigned to you. If you decide to continue with your planned production, include this CDB number in Box 2 of Standard Form 202, Federal Audiovisual Production Report when reporting your production to NAC.</div></div>		
10. DATE RECEIVED BY NAC	11. DATE MAILED BY NAC	12. FORM COMPLETED BY (Signature)

EXCERPT FROM THE FEDERAL REGISTER, AUGUST 1, 1978, PART VI

Subpart 101-11.13 - Audiovisual Records Management

Section 101-11.1304 is added as follows:

**§101-11.1304 Centralized audiovisual services.**

1a) National Audiovisual Center. The National Audiovisual Center (NAC) serves as a central information source to the general public and federal agencies concerning the availability of federally produced or sponsored audiovisual products. NAC also serves as a central distribution point for the sale, rental, and, under limited conditions, free loan of these products to the public and Federal agencies. In addition, NAC compiles and publishes Government-wide catalogs on audiovisual products available for loan, rental, and sale and develops criteria, establishes appropriate terminology, and recommends Government-wide practices for the cataloging and indexing of audiovisual materials.

(b) Agency reporting requirements - mandatory title check, (i) Prior to authorizing the production of any type of audiovisual product, all agencies except as noted in OMB Circular A-114, shall contact NAC and request information about the availability of similar products in an attempt to reduce duplication of effort. When requesting mandatory title checks on intended products, provide the following information:

(A) Intended subject - broad and specific. For example, broad - sociology, rehabilitation; specific - recreational therapy nursing, and patient care.

(B) Specific or unique elements desired in production (medical technique, intended audience, new regulation, etc.). For example, audience - nursing home administrators.

(C) Intended purpose of production. For example, to show the awareness to social interaction should be available to home patients to fulfill their need to talk to someone.

(ii) Include the name of the agency or department, bureau or office, and division or branch; the name of the agency contact person; complete mailing address; and telephone number. Then forward the request to the National Audiovisual Center (NAC), General Services Administration, Attn: Mandatory Title Check, Washington, DC 20409.

FEDERAL AUDIOVISUAL PRODUCTION REPORT										Interagency Report Control No. 9151-GSA-101	
INSTRUCTIONS: Complete all items unless this is a preproduction report; then complete only shaded items (1, 2, 4, 5, 8, 12, 13, 15, 25, 26, 30, 37, 46, 50, and 52). Enter "NA" for all items which are not applicable or for which information is not available. See the back of copy 4 for specific item instructions and one-letter codes to be used for items requiring only a code (B-A).										FOR NAC USE ONLY	
3. IDENTIFICATION NO.										4. TRANSACTION TYPE CODE	
5. PRODUCTION STATUS CODE										6. CONTROL NO. (This number is the same as assigned by NAC on preproduction report.)	
7. AUDIOVISUAL TITLE AND SUBTITLE (Transcribed exactly as on the completed audiovisual)										8. WORKED TITLE (Used to identify audiovisual during production)	
9. SERIES TITLE (If audiovisual is part of a series)										10. VERSION (Revised version, short version, technical edit, etc., to differentiate from another production with same title)	
11. LANGUAGE OF CAPTIONS, SOUND, OR ACCOMPANYING MATERIAL OF AUDIOVISUAL										12. PLAYBACK SPEED	
13. AUDIO FREQUENCY										14. AUDIOIBLE	
15. INAUDIBLE										16. DURING TIME (If not, then use code)	
17. COMPLETION										18. CANCELLATION	
19. RELEASE YEAR										20. NO. OF UNITS	
21. NO. OF TITLES IN SERIES										22. CONTAINER DIMENSIONS	
23. REEL DIAMETER										24. DATE OF	
25. ACQUISITION SOURCE (Government, private, or other)										26. ORGANIZATION AND ADDRESS	
27. TELEPHONE NUMBER										28. NAME	
29. COMPLETE ADDRESS, INCLUDING ZIP CODE										30. AREA CODE AND TELEPHONE NUMBER	
31. SALES DISTRIBUTOR (If any)										<input type="checkbox"/> FTS <input type="checkbox"/> COMMERCIAL	
32. RENTAL DISTRIBUTOR (If any)										<input type="checkbox"/> FTS <input type="checkbox"/> COMMERCIAL	
33. LOAN DISTRIBUTOR (If any)										<input type="checkbox"/> FTS <input type="checkbox"/> COMMERCIAL	
34. LOCATION OF ORIGINAL MATERIAL										<input type="checkbox"/> FTS <input type="checkbox"/> COMMERCIAL	
35. LOCATION OF MATERIAL FOR DUPLICATION OF COPIES										<input type="checkbox"/> FTS <input type="checkbox"/> COMMERCIAL	
If more space is required for items below, use plain sheets of paper, prepared in quadruplicate. Indicate number to which comments apply.											
36. NARRATIVE DESCRIPTION OF THE AUDIOVISUAL'S CONTENT (List key individuals or organizations which made noteworthy contribution to the audiovisual's production, if any. Describe contributions of each.)											
37. SUBJECT AREA (Categories assigned to identify the audiovisual's subject matter)											
38. CREDITS (List key individuals or organizations which made noteworthy contribution to the audiovisual's production, if any. Describe contributions of each.)											
39. PRINTED MATERIALS WHICH ACCOMPANY THE AUDIOVISUAL (See instructions on back of copy 4)											
40. PRIMARY AUDIENCE FOR WHICH AUDIOVISUAL WAS DESIGNED (Occupation, profession, or other characteristics of the audience)										41. EDUCATION LEVEL CODE	
42. MULTIMEDIA KIT CONTENTS (See instructions on the back of copy 4)										43. CONTENT STATUS CODE	
44. T.V. CLEARANCE (Describe way in which audiovisual may be presented on television)										45. YEAR WHEN SUBJECT CONTENT IS EXPECTED TO BE OUTDATED	
46. REPRODUCTION RIGHTS (Privileges granted or not granted to a purchaser or borrower for the reproduction of the audiovisual)											
47. LIMITATIONS WHICH ARE PLACED ON THE USE, SALE, RENTAL, OR LOAN OF THE AUDIOVISUAL (If none, so state)											
48. REMARKS (Remarks received or other pertinent information)										49. TEMPORARY AGENCY CONTROL NO.	
50. PERMANENT AGENCY CONTROL NO.										51. CONTACT FOR ADDITIONAL INFORMATION	
52. REPORTING OFFICIAL'S SIGNATURE AND TITLE										53. REPORTING OFFICIAL'S SIGNATURE AND TITLE	

INSTRUCTIONS (Items not included are self-explanatory)

- Item*
- 4 Transaction type codes:  
A—Initial report to NAC  
B—Changing or deleting data from previous report  
C—Adding new data to previous report
- 5 Production status codes:  
A—Postproduction  
B—Preproduction (See instructions under form title)  
C—Cancellation notice
- 12 Size codes:  
A—8 mm G— $\frac{1}{4}$  in. H—2 in. x 2 in.  
B—8 mm H— $\frac{1}{4}$  in. P—8 in. x 10 in.  
C—16 mm J—1 in. R—8 $\frac{1}{4}$  in. x 11 in.  
D—35 mm K—2 in. Z—Other (specify)  
E— $\frac{1}{4}$  in. L—10 in.  
F— $\frac{1}{4}$  in. M—12 in.
- 13 Stock codes:  
A—Black and white B—Color
- 14 Sound mode codes:  
A—Mono C—Quad  
B—Stereo D—Silent
- 15 Medium codes:  
A—Audiodisc F—Slide  
B—Audiotape G—Transparency  
C—Filmstrip H—Videodisc  
D—Motion picture J—Videotape  
E—Multimedia kit K—Other (specify)
- 16 Track codes:  
Motion pictures only [ M—Magnetic  
O—Optical  
Other media [ A—Whole track  
B—2-track  
C—4-track
- 17 Playback format codes:  
A—Audible advance signal D—Cartridge  
B—Inaudible advance signal E—Cassette  
C—Captioned F—Reel-to-reel  
G—Mounted  
H—Other (specify)
- 18 Playback speed codes:  
A—33 $\frac{1}{3}$  rpm. D—3 $\frac{1}{4}$  ips.  
B—45 rpm. E—7 $\frac{1}{2}$  ips.  
C—1 $\frac{1}{2}$  ips. F—Other (specify)
- 20 Show the length of time required to listen to or view an audiovisual which runs at a fixed speed. Round off to the nearest whole minute. If less than one minute, show seconds.
- Item*
- 21 Show the number of slides, frames, reels, cassettes, etc.
- 22 If audiovisual is part of a series, show the number of titles in the series.
- 23 Applicable only to multimedia kit.
- 24 Applicable only to reel-to-reel tape.
- 25 Show date actual production begins, such as filming, taping, etc.
- 26 Show agency's estimated date of availability of release copies.
- 27 Show date release copies became available.
- 28 Show date production of the audiovisual is permanently discontinued.
- 29 Show year that the agency actually began public distribution of release copies of audiovisual.
- 30 Acquisition source type codes:  
A—Produced under contract  
B—Produced under grant  
C—In-house production
- 40 For any printed materials which accompany the audiovisual show:  
a. Title  
b. Author  
c. Number of pages  
d. Number of illustrations  
e. Type of material (e.g., teacher guide)  
f. Source where copies may be obtained (GPO or agency)  
g. Superintendent of Documents Number } if  
h. Library of Congress Card Number } appl-  
i. Agency Control or Publication Number } cable
- 42 Education level codes:  
A—Preschool to kindergarten D—Junior High School (grades 7-9)  
B—Primary (grades 1-3) E—High School (grades 10-12)  
C—Intermediate (grades 4-5) F—College  
G—Adult Education  
H—General use
- 43 Content status codes:  
A—Historical value (does not necessarily reflect current policy or plans of reporting agency)  
B—Obsolete (the content is merely outdated for use within the reporting agency)  
C—Current
- 45 Describe contents of multimedia kit in detail, including physical description of each audiovisual or print component. This could include medium designator, size, stock, playback format, track, sound mode, playback speed, running time, footage, and number of units. Specify the titles of individual components, if any.
- 50 Working number assigned by the agency to the audiovisual prior to its completion.
- 51 Agency assigned number used to identify audiovisual after completion.



<b>ANNUAL AUDIOVISUAL REPORT</b> <i>(Read the instructions on</i>	<b>1. REPORTING AGENCY'S NAME</b>		<b>2. REPORT FOR FISCAL YEAR</b> <div style="text-align: center;">19</div>	<b>INTERAGENCY REPORT CONTROL NO. 0152-GSA-AN</b>			
Submit original and one copy of this report within 90 days from the end of the fiscal year to:  <b>National Audiovisual Center (NAC)</b> <b>General Services Administration</b> <b>Washington, DC 20409</b>	<b>3. AGENCY CONTACT</b> <small>(For additional information)</small>	<b>a. NAME AND TITLE</b>	<b>c. ADDRESS (Include ZIP code)</b>				
	<b>b. TELEPHONE NUMBER (Include area code)</b> <input type="checkbox"/> FTS <input type="checkbox"/> Commercial						
	<b>4. AUDIOVISUAL FACILITIES</b>			<b>6. OFF-THE-SHELF PURCHASES</b>			
<b>TYPE</b>	<b>NUMBER OF FACILITIES</b>	<b>TOTAL SQUARE FEET OF SPACE OCCUPIED</b>	<b>NUMBER OF</b>	<b>TITLES</b>	<b>COPIES</b>	<b>COST</b>	
a. Government-owned and operated by reporting agency.			a. Motion picture			\$	
b. Leased by the Government and operated by reporting agency.			b. Video tape/disc				
c. Contractor operated.			c. Audio tape/disc				
<b>d. TOTAL</b>			<b>d. Other media</b>				
<b>MEDIA</b>	<b>NUMBER OF</b>	<b>PRODUCTION</b>		<b>DUPLICATION</b>		<b>AUDIOVISUAL LIBRARY</b>	
		<b>TITLES</b>	<b>MINUTES</b>	<b>COST</b>	<b>MINUTES</b>	<b>COST</b>	<b>COPIES</b>
<b>6. MOTION PICTURE</b>	a. In-house						
	b. Contract						
	c. Mixed			* **			
<b>7. VIDEO TAPE/DISC</b>	a. In-house						
	b. Contract						
	c. Mixed			* **			
<b>8. AUDIO TAPE/DISC</b>	a. In-house						
	b. Contract						
	c. Mixed			* **			
<b>9. OTHER</b>	a. In-house						
	b. Contract						
	c. Mixed			* **			
<b>10. REPORTING OFFICIAL'S SIGNATURE</b>					<b>11. DATE SIGNED</b>		

\* Indicate the amount of in-house cost  
 • Indicate the amount of contract cost

## INSTRUCTIONS

**Audiovisual activity**-Resources used to provide an audiovisual service-or produce an audiovisual product. Resources include equipment, facilities, personnel, supplies and accessories.

**Audiovisual facility**-A building or space within a building owned or operated by the Government which houses either an audiovisual activity, audiovisual equipment or a capability to provide an audiovisual service. Space used to produce an audiovisual product with portable equipment shall be classified as an audiovisual facility for purposes of this report,

**Off-the-shelf**-Commercial productions purchased for agency use, with or without modification. (Includes purchase of rights and preprint materials.)

**Other media**—Includes silent end- sound filmstrips, sound slide sets, multimedia kits, and programed learning packages utilizing audiovisual media. Totals for these should be reported together. For media not presented at a fixed speed, such as silent filmstrips, an estimated viewing time should be used where the form requires minutes to be reported. Do not report on transparencies, silent slide sets, still photographs, or-graph/c arts unless combined with other media in multimedia kits-or programed learning packages.

**In-house**-Products and services supplied directly by the staff of the using agency, or for the using agency by the staff of another Federal agency.

**Contract**-A commercial source providing audiovisual products and services to an agency through contract or purchase order.

**Mixed**-A combination of in-house and contract resources. As an example, a mixed production would occur when an agency using in-house staff prepares a treatment or a script and then contracts for the production of the treatment or script.

**Cost**-Includes all direct and indirect costs associated with in-house and contract operations. Contract costs should include amounts paid directly to suppliers and expenses of preparing solicitations; evaluating offers; and negotiating, awarding, and managing contracts; In-house costs should include all amounts paid for personal services and benefits; space rental, including maintenance, repair, and utility services; supplies, materials, and equipment purchases; travel and transportation expenses; consultant and service fees; and indirect costs such as management and supervision.

**Duplication**-Creation of one or more copies of a medium.