

DHHS POLICIES AND PROCEDURES

Section III:	Communications
Title:	Review of Contracts for Public Affairs Services
Current Effective Date:	11/07/08
Revision History:	6/16/04, 3/30/05, 02/20/06
Original Effective Date:	7/1/01

Purpose

To ensure that contracted public affairs items are produced in the most efficient and effective manner.

Policy

All Department of Health and Human Services (DHHS) contracts must follow the requirements set forth in the [DHHS Contracting Policies](#). Any DHHS contract established with a governmental or nongovernmental entity not administered by DHHS to produce \$500 or more in public affairs services (including “traditional” publications like brochures, posters, reports, booklets, media buys for radio and television, video and audio production and “electronic” publications such as Web sites) must also be reviewed and approved by the DHHS Office of Public Affairs (PAO).

Examples of contract items, expenditures or activities that must be reviewed by Public Affairs include the production or purchase of:

- Brochures, pamphlets, newsletters, booklets, books, reports, manuals, posters, invitations or similar publications
- Web sites and web-based materials
- Logos
- Promotional plans and materials, including print and broadcast advertisements, radio, television and print public service announcements and billboards, etc.
- Audiovisual presentations (scripts and final products) for use outside the DHHS

Contract expenditures, materials or activities that do not need to be reviewed:

- Intra-agency and interagency communications, such as letters, memos, instructions, training manuals and correspondence.
- Contracts providing funding to entities outside of DHHS in which those entities conduct community outreach involving publications, media or advertising where DHHS can not exercise editorial control over the product.

Implementation

- Refer to the DHHS Office of Procurement and Contract Services [DHHS Contracting Policies](#) and the [Center of Excellence \(COE\)](#) for guidance on the contracting process and all required forms.

- Any DHHS Division or Office (including commissions, boards and task forces directly administered by DHHS) wishing to contract with an entity outside of DHHS (including other government agencies like the Agency for Public Telecommunications) for media-related services (including “traditional” publications like brochures, posters, reports, booklets, video and audio production and “electronic” publications such as websites), must submit the proposed contract for review and approval to the DHHS Public Affairs Office prior to the effective date of implementation of the contract.
- PAO will review and approve all contracts and contract amendments for media, public relations, or associated services, if the amount exceeds \$500 and the contract involves a DHHS Division or Office (including commissions, boards and task forces directly administered by DHHS) as stated in the policy statement.
- PAO does not review contracts providing funds to any entity outside of DHHS where there is no direct contract between DHHS and the entity, as in the example of Divisions or Offices funding outside entities/agencies to provide community outreach involving media or advertising where DHHS can not exercise editorial control over the product.

For questions or clarification on any of the information contained in this policy, please contact [the Office of Public Affairs](#). For general questions about department-wide policies and procedures, contact the [DHHS Policy Coordinator](#).