

**U. S. DEPARTMENT OF LABOR
MANUAL SERIES**



DLMS 5- INFORMATION

DEPARTMENTAL

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Chapter - 500 - Public Affairs Program

Nature of Revisions: The significant changes made in the attached directive include:

- Reorganization of the public affairs function within DOL and OPA to reflect the consolidation of all public affairs responsibilities within OPA. Under the Administration's consolidation plan specified in FY 2003 appropriation, DOL agencies no longer have individual public affairs offices. All public affairs officers (1035s) will be in OPA and OPA will provide direct services to the agencies.
- Website management moved to OPA;
- Reinstitution of the Information Management System. The new system will be streamlined and will be a coordination and advisory service for the agencies as opposed to the former system which was prescriptive and proscriptive.

Action Required:

- Public DLMS 5 - Chapter 500 on LaborNet.

Approval for Issuance and Distribution:

PATRICK PIZZELLA
Assistant Secretary for Administration and Management

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Previous Editions Obsolete

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Chapter 500 - PUBLIC AFFAIRS PROGRAM

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Revised: June 9, 2004

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500 **PUBLIC AFFAIRS PROGRAM**

- 501** **Introduction.** The Office of Public Affairs (OPA) is responsible for: formulating and implementing public affairs policies, guidelines and standards regulating all aspects of the Department of Labor's (DOL) public affairs activities; providing advice and guidance on all matters pertaining to public affairs; serving as the DOL's central contact point for media and public inquiries concerning its policies, programs and activities and as the central clearance and dissemination point for all DOL public affairs material; and, conducting quality reviews of DOL's audiovisual, and graphic materials; maintaining and operating the DOL.gov and LaborNet Web sites in accordance with DOL policies and procedures, including Departmental web site information technology standards and design requirements; ensuring a common look and feel, navigation, and branding for all appropriate DOL Internet Web sites and intranet Web sites by developing DOL design requirements; establishing and chairing a Web site Management Group comprised of designated Agency Internet Coordinators and designated policy-level representatives from OPA, OCIO, OASP and SOL, and other agencies or offices as appropriate for the purpose of implementing DOL-wide Internet and intranet Web site policies consistent with other applicable Departmental review processes; and approving or disapproving, after consultations with the Web site Management Group, the creation of all new Internet Web sites and intranet Web sites, including new individual agency Internet Web sites and intranet Web sites.
- 502** **Authority.** The authority to carry out the responsibilities listed above is delegated to OPA in Secretary's Order 37-65, Secretary's Order 6-83, and Secretary's Order 2-2003.
- 503** **Purpose.** This chapter prescribes procedures to be followed by DOL Agencies in preparing public affairs plans and conducting and reviewing their day-to-day public affairs activities, both written and electronic.
- 504** **Scope.** The provisions of this chapter apply to all DOL Agencies and Regional Offices. However, this chapter shall not contravene the provisions of Public Law 95-452, the Inspector General Act of 1978, as amended.
- 505** **Supplementing Instructions.** The Handbook on Public Affairs Policy and Handbook on Information Management System (IMS) for Public Information Products and Services are operational relating to public information functions.

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510 **ANNUAL PLANS**

511 **Content of Annual Plan**

- A. **Purpose.** The purpose of the plan is to provide the Department's public affairs staff with a guide for planning and carrying out a coordinated, effective public affairs program.

- B. **Preparation.** Each DOL Agency will prepare an annual public affairs plan and submit to OPA's Assistant Secretary within established deadlines. The plan should identify the major programs or initiatives the agency will focus on during the coming fiscal year and provide a brief description of the public affairs informational or promotional activities planned for each Agency; identify special events, anniversaries, etc., and provide a brief description of the public affairs informational or promotional activities planned for each; identify new publications or major audiovisual electronic or other projects to be initiated; and provide other information which would be useful to OPA in planning and/or coordinating Departmental, Secretarial or multi-agency activities, e.g., events involving the Secretary's participation, legislation involving more than one Agency; identify new Web sites planned and/or major changes to the agency's Web site, etc. The plans should be brief. OPA will review, approve and may combine these plans into an overall DOL public affairs plan for approval by the Secretary. This consolidated Departmental plan will then be distributed to the DOL Agencies.

- 512** **OPA Review.** OPA will periodically review DOL Agency public affairs and Web site activities to assure quality and conformance to the Department's public affairs policies and standards.

520 **CONDUCTING AND REVIEWING PUBLIC AFFAIRS ACTIVITIES**

521 **Responsibilities.**

- A. Each DOL Agency, in cooperation with the Agency public affairs director, is responsible for:
 - (1) Independently planning, developing and implementing a full range of public affairs activities in support of its programs in the most effective and economical manner possible.

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- (2) Ensuring that these materials are understandable and meet standards of quality including style, grammar, conciseness and proper focus for the appropriate audience.
- (3) Assuring the accuracy of all information that is released to the media and other public audiences.
- (4) Conforming to the Department's public affairs policies, procedures, practices and standards; no agency or individual will negotiate or enter into any agreement to alter, restrict, limit or control conduct of the Department's public affairs activities.
- (5) Ensuring that any contracts with outside organizations to develop information materials conform to 48 CFR, Chapter 1, Subpart 27.4 which gives the contracting agency unlimited right to materials developed under contract and that any exceptions to unlimited rights by the Agency are clearly stated in the contract and fully reflect the Agency's dissemination plans.
- (6) Developing, implementing, operating and expanding their respective agency Internet and intranet services in accordance with this Order and DOL policies and standards

B. OPA is responsible for:

- (1) Planning, reviewing and implementing policies, guidelines and standards regulating all aspects of the Department's public affairs program and related activities.
- (2) Providing advice and guidance to the Secretary of Labor and other Departmental officials and staff on all matters pertaining to public affairs.
- (3) Serving as the Department's media spokesperson about federal laws, programs, policies, practices and activities under the Labor Department's jurisdiction.
- (4) Reviewing and approving all DOL media and public information material to ensure conformity to Departmental and other government policies, requirements and standards.

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- (5) Planning, developing, approving and implementing a full range of public affairs activities in support of the Secretary of Labor's initiatives and Departmental activities.
- (6) Planning, developing and implementing a comprehensive public affairs program for the Department and the Secretary.
- (7) Releasing all printed and electronic information and serving as the Department's initial contact for inquiries from the media and the public.
- (8) Management of DOL Web sites.

522 **News Releases**

- A. News releases should be accurate, concise, direct, informative and avoid technical language. The lead paragraph should summarize the major news. News impact and standards of quality concerning style, grammar, conciseness and proper focus are primary criteria.
- B. Final copy of all news releases must be submitted to OPA for review and clearance prior to printing and distribution.
- C. Refer to the Handbook on Public Affairs Policy for details on deadlines, format and other news release procedures.

Exception: Bureau of Labor Statistics (BLS) news releases that are subject to Office of Management and Budget scheduling will be handled by special arrangement between OPA and BLS.
- D. All releases referring to a specific report or study should be accompanied by at least 10 copies of the report or document (Federal Register copy should not be submitted). Refer to Section 532(g) for additional instructions regarding copies required by OPA's regional offices.
- E. The originating office is responsible for preparing the final copy for releases.
- F. All National Office news releases, except those issued by the BLS, are printed on the "U.S. Department of Labor News" masthead. There is a separate masthead for BLS. No logo or other emblem is allowed unless approved by OPA.

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- G. All releases will be prepared according to the DOL Style Guide (see Appendix A-522). If a style point is not covered in the guide, the Associated Press Stylebook should be used. If a point is not covered in either the DOL guide or AP stylebook, the Government Printing Office Style Manual must be followed.

523 Publications and Related Material

- A. OPA is required to review all DOL publications at inception and prior to distribution of final products to the public by the following orders:
- (1) OMB's Circular A-130 requires that DOL's Information Management System (IMS) must approve projects at the concept stage. This includes reprints, periodicals, pamphlets, ad hoc reports, fliers, etc. All details relating to this review are provided in DLMS 5, Section 540.
 - (2) Secretary's Orders 37-65 and 6-83 authorize OPA to review and approve all audiovisual, graphic plans and related materials to assure adherence to established audiovisual policies and standards. Detailed information on this review is in DLMS 5, Section 526.
 - (3) Secretary's Order 37-65 requires OPA to review all publications to assure accuracy and conformance of the content, format, layout and design with DOL standards in terms of policy, graphic standards and design, and editorial quality. Text must follow the DOL style guide and the United States Government Printing Office Style Manual. Procedures on this final review are described below.
- B. All publications and related material must be submitted to OPA for final review, after obtaining appropriate clearances from the originating Agency officials, IMS and the Division of Audiovisual Communication Services.
- C. In assigning credits to a publication, the following apply:
- (1) The name of the Department and the appropriate DOL Agency shall be printed on the front cover of every DOL publication in accordance with provisions of the Department's Graphic Communication Standards Manual. No names of individuals will appear on the outside cover of books, pamphlets or other general type publications. Outside covers of scientific and technical reports may carry the author(s) name(s) to facilitate more efficient library indexing of scientific and technical reports and to enhance government sales programs.

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- (2) When the preparing unit is a subdivision of a DOL Agency, the Agency and subdivision may be identified on the cover page. The name of the Department and the Secretary of Labor will appear on the title page of each publication. The title page can also include the name of the Agency and its principal officer. Additional subdivisions may be listed as appropriate; however, this should be limited to no more than two subdivisions. Revisions and reprints should list the current Secretary of Labor or Agency heads and the current year, with a notation indicating original year of issue if text is unchanged.
- (3) Appropriate credit may be given to persons who contribute significantly and materially to the publication. However, credit should not be extended to all in the bureaucratic structure regardless of their contributions. Credit in periodicals should appear at the beginning or end of articles, or in the table of contents. This rule may also be followed for symposia at which a number of articles or essays by individual authors are presented. In other publications, the names of contributors should appear in the foreword or preface, or in a special box on the inside front cover.
- (4) Reports done for the Department under contracts with outside organizations may carry the name of the performing organization on the title page, subordinate in placement and appearance to the name of the Department and Secretary of Labor.
- (5) A disclaimer should be included on the inside front cover, or title page, of Department publications when content is provided by contractor or grantee and the content may not reflect the official position of the Department. The following are examples of appropriate disclaimers:

This project was supported by the U.S. Department of Labor
under a grant to _____: No. _____.

The views expressed herein are those of the author(s) and
do not necessarily reflect the official position of the
U.S. Department of Labor.

-- All references to non-governmental companies or organizations, their services, products or resources, in this report are offered for informational purposes and should not be construed as an endorsement by the Department of Labor, of any of the companies or organizations, or their services, products or resources.

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-- The Department of Labor does not endorse, takes no responsibility for, and exercises no control over non-governmental organizations' Web sites mentioned in this report or its views, or contents; nor does it vouch for the accuracy of the information contained on the organization's Web site.

- (6) Grantee's logotype or other identifying elements cannot appear on publications printed by the grantor.
 - (7) Books, pamphlets or general publications issued jointly by the Department and other government organizations may share equal credit prominence, consistent with requirements of DLMS 5, Section 523.
 - (8) Text that prefaces the publication's content or text that is introductory in nature should follow the Table of Contents.
 - (9) Specific design guidelines on credits may be found in the DOL Graphic Communication Standards Manual.
 - (10) The Secretary of Labor's name and title should appear in general proximity to the front-page title of newsletters in a type style and size that is in balance with the newsletter title.
- D. Informational material should avoid any inappropriate language or references wherever possible. Language guidelines are in the Public Affairs Handbook.
- E. The use of artwork in publications should conform to the following guidelines:
- (1) Use designs that are racially and gender balanced and accommodate the needs of individuals with disabilities.
 - (2) Depict both men and women for general subject matters.
 - (3) Show men and women equally in a variety of roles.
 - (4) Delete (retouch) all brand names that may appear in photographs that are to be published.
- F. Be sure that the text of a publication for distribution to the general public is timely.

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Out-of-date statistics or incomplete information are of little use, a waste of Government funds, and misleading.

524 Radio, TV and National Print Interviews

- A. OPA must be informed in advance through the Agency public affairs director when a DOL Agency representative has been scheduled to appear on network radio, television, national print or electronic media. Such appearances are subject to OPA clearance. This will provide an opportunity for OPA to coordinate the appearance with those of other Department officials and to supply the Agency official with the latest information concerning DOL activities.
- B. All radio and/or TV scripts prepared by DOL Agencies must be cleared by OPA.

525 Speeches, Testimonies and Statements

- A. All speeches, testimonies and statements to be issued as news releases must be submitted to OPA for issuance in printed or electronic form.
- B. OPA will review and coordinate distribution of the release with the originating office.
- C. Speeches, testimonies and statements that are not printed as releases, but distributed to the public, should be submitted to OPA. Material to be printed must be accompanied by completed DL 1-72 Printing Requisitions.

526 Audiovisual Communication

- A. OPA has sole responsibility, consistent with Secretary's Order 6-83 and OMB Circular A-130, for managing, coordinating and controlling the Department's audiovisual program. This covers the production of artwork, graphics, exhibits, still photography, films, digital video display (DVD), CDs, digital and other high-definition mediums, videotapes, film strips, slides and other audiovisual materials. This program is administered by OPA's Division of Audiovisual Communication Services (DAVCS). (See Section 523)
 - (1) All audiovisual work, in-house or contractual, must be submitted to DAVCS for review and approval and in accordance with OASAM contracting procedures.
 - (2) BLS, EBSA, ESA, ETA, MSHA and OSHA will coordinate their audiovisual

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projects and activities with DAVCS through their Agency Audiovisual Coordinators. These agencies are responsible for project record keeping, data gathering, report submission and conformance to DAVCS/OASAM contracting procedures. Other Agencies and Departmental Management (DM) components will coordinate their work directly with DAVCS.

- (3) Requests for audiovisual work will be submitted using an Audiovisual/Graphics Services Requisition, DL 1-111 (see Appendix B-526).
 - (a) The following information must be provided in accordance with the Department's graphic standards (See Handbook on Public Affairs Policy) on the completed requisition: project title and brief description of work requested (additional information may be attached); an agency contact whom DAVCS or an Agency Audiovisual Coordinator will contact on technical matters; requested due date; budget limitations; and authorized signature. This signature authorizes the expenditure of funds to provide the services requested. Requisitions for IMS- covered products must be accompanied by a copy of the IMS Approval Form, DL 1-2001, (see Appendix D-526), containing signatory approval of products as defined in DLMS 5, Paragraph 546, Scope of Coverage.
 - (b) Requisitions from BLS, EBSA, ESA, ETA, MSHA and OSHA will be submitted to their Audiovisual Coordinators, who will forward the request to DAVCS as appropriate. Other Agencies and DM components must submit requisitions directly to DAVCS.
 - (c) All regional publications and audiovisual products for public dissemination must be submitted to the appropriate Agency National Office staff, which will coordinate review by Agency public affairs directors. This clearance assures conformance with the IMS Review process and DOL's Graphic Communication Standards Manual. Regional OPA staff may assist Regional Agencies in preparing proposals for publications and audiovisual products.
- B. Agency audiovisual communication materials will be reviewed within 10 business days by three areas within OPA.
- (1) The Department's IMS reviews and approves proposals and final products

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- related to the production of periodicals, pamphlets, audiovisual products, exhibits and electronic products and services for public information. (See Section 540 for details.)
- (2) OPA reviews public information materials for conformance to DOL editorial standards and policies. (See Paragraph 523, Publications.)
 - (3) The Division of Audiovisual Communication Services (DAVCS) reviews public information communication materials, certificates, stationery and forms for conformance to DOL audiovisual communication standards and policy.
- C. All graphic, exhibit, framing and related materials must conform to DOL design standards and audiovisual communication policy. This includes graphic and exhibit materials for public information, internal communication and training.
- (1) The DOL Graphic Communication Standards Manual provides specific graphic design guidelines. This manual is a prime working tool in strengthening communication between the Department of Labor and various key audiences. It provides consistency in the selection of publication sizes, typefaces, type arrangement and use of the DOL seal and logo. It allows for efficiency in design and production resulting in savings in printing and design costs. Any exception to these guidelines must have prior approval of DAVCS. This manual is available for reference from DAVCS or Regional public affairs offices.
 - (2) The graphic guidelines apply to publication covers and title pages produced using desktop publishing systems. Computer-generated graphic materials for public presentation and/or dissemination must also be approved by DAVCS.
 - (3) Design solutions will be determined by agreement between the agency art director and the originating office. Disagreements will be resolved by the DOL Art Director or the Assistant Secretary of OPA, who will consult with the appropriate DOL Agency official.
 - (4) Decisions concerning layout, format, typeface, illustrations, graphic design, photo selection, paper selection and color combinations for print materials and the design and fabrication of exhibits must reflect DOL design guidelines and professional standards of quality. Refer to DLMS Section 570, for information on general printing requirements.

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- (5) Department framing policy restricts framing to include: certificates, awards and other documents received in the line of duty and art or reproductions owned by and displayed in Departmental offices.
 - (6) All national and regional exhibitions must be coordinated through Agency public affairs directors or OPA public affairs contacts. New exhibit concepts are subject to review and approval of DAVCS and the IMS before funds are obligated.
 - (a) DAVCS will coordinate and clear exhibit schedules.
 - (b) Use of exhibits to comply with Equal Employment Opportunity or affirmative action requirements must be coordinated by OASAM's Directorate of Civil Rights, Office of Equal Employment Opportunity and Affirmative Action Programs. Once cleared by OASAM, new exhibit plans must be submitted to OPA for IMS review and approval prior to production.
 - (c) Exhibit production cannot begin until DAVCS has reviewed the design concept and approved production specifications.
 - (d) Agencies must use portable exhibit systems. Any waiver of this policy for special circumstances must be approved by the Assistant Secretary for Public Affairs. Every effort must be made to obtain free exhibit space from sponsoring organizations. If this is not granted, the justification for the use of paid space must be approved by the agency administrative officer. (Detailed information on audiovisual policy, standards and procedures may be obtained from DAVCS.)
- D. All films, videotapes and related materials must be produced or approved by OPA.
- (1) Productions for public distribution must be reviewed and approved by the Department's IMS at the concept stage. Proposals must be submitted to OPA on an Information Management Systems Proposal Form, DL 1-2026 (Appendix C-526). IMS proposals must describe the purpose of the film or videotape, its intended audience, the proposed marketing plan, estimated cost and information on how the production fits within the plans.
 - (2) Production plans for all films or videotapes, whether done in-house or under contract, must be submitted to OPA for approval. Review includes, but is not limited to: treatment, script outline, story board, shooting script, actual filming,

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editing or other development, or work beyond the conception stage. OSHA and MSHA training centers' productions, limited to viewing by attendees at the centers, are exempt from this review.

- (3) No audiovisual production contract may be entered into by a DOL Agency unless DAVCS has approved the production plan and the contractor. DAVCS may review the production of a film or videotape at any point in the development for compliance with the production plan, DOL policy and acceptable standards of quality.
- (4) Requests for video showings on the FPB public affairs kiosk or DOL channel 13 must be submitted to DAVCS for clearance at least two weeks before the planned showing date(s). (See Handbook on Public Affairs Policy, for details.)
- (5) Agencies must submit an annual report on audiovisual activities to OPA. The DOL Annual Audiovisual Report is compiled by DAVCS and submitted to the National Audiovisual Center (NAC) as specified by OMB Circular A-130.
 - (a) Agencies must submit a duplicate master DVC Pro or 1/2" betacam of the completed audio, video and related production to DAVCS for its audiovisual library and information for inclusion in a catalog of all public and administrative audiovisual products produced or acquired by DOL. Catalog information should include: title, brief description, form of media, originating Agency, date, length, and number of copies. Additional information on audiovisual records management can be obtained from National Archives and Record Service (NARS) General Records Schedule 21, Audiovisual Records, or by contacting DAVCS. OSHA and MSHA training centers' productions, and other internal training productions, are excluded from this requirement.
 - (b) Agencies must submit a copy of their annual national and regional audiovisual equipment inventory to update the DOL audiovisual equipment inventory. OSHA and MSHA training centers' equipment must be included. Inventory should include all electronic audio and video production, transmission and receiving equipment. The reports must include regional office equipment loaned to State agencies. Consumer-type hand-held audio recorders, TV's, VCR's, training-support equipment (i.e., overhead projectors, slide projectors, film projectors, etc.) and equipment used exclusively for compliance, surveillance, reconnaissance or intelligence work are excluded.

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- E. All photographic services must be provided or approved by OPA. This includes all editorial, portrait, documentary and laboratory photographic work. All services must be requested using a DL 1-111.
- (1) Photography will be provided for official DOL functions only. Coverage will not be made available for retirement or other unofficial functions.
 - (2) Portrait, passport and special ID photography is provided for such executive staffers as assistant and deputy assistant secretaries, directors, members of commissions and task forces or other employees designated by an Agency.
- F. Procurement of audiovisual services must be conducted or approved by DAVCS. DAVCS establishes and administers Department-wide multi-agency contracts for a variety of audiovisual communication services. Agencies must receive approval from OPA's Assistant Secretary or designated representative in DAVCS for a special exception before a request is submitted to the Office of Procurement.
- G. Procurement of audiovisual equipment must be reviewed and approved by DAVCS for technical guidance (i.e., pricing, compatibility, etc.) and conformance with DOL audiovisual policy. Purchase of equipment used for recording, producing, reproducing, processing, broadcasting (including satellite transmission and reception related to video teleconferencing), distributing, storing or exhibiting audiovisual products must receive DAVCS's prior approval. Regional purchases must be approved by OPA's regional offices. Audiovisual equipment used for training support (overhead projectors, slide projectors and related equipment) and equipment used exclusively for surveillance, compliance, reconnaissance or intelligence work or equipment integrated in a reconnaissance-collecting vehicle are excluded.

527 Audiovisual Facilities. In accordance with OMB Circular A-130 and Secretary's Order 6-83 (and successor orders), all National Office DOL audiovisual production facilities are consolidated in OPA to assure efficient utilization of resources, centralize review and coordinate audiovisual activities.

- A. OPA will maintain DOL's sole audiovisual facility in the National Office. An audiovisual facility is defined as 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 is also classified as an audiovisual facility.

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- B. To continue operational efficiency, OSHA may, subject to OPA review and approval, maintain its audiovisual capability at its Occupational Safety and Health Training Institute in Des Plaines, Illinois and MSHA may maintain its capability at its National Mine Health and Safety Academy in Beckley, West Virginia.

528 Web site Communication.

- A. The Assistant Secretary of OPA is delegated authority and assigned responsibility for management of DOL's Web sites under Secretary's Order 2-2003.
- B. OPA's Web site director shall coordinate with the Office of the Assistant Secretary for Policy, OASAM, OCIO and SOL regarding applicable legislative and administrative mandates and guidance to minimize any legal risks to the Department.
- C. The OPA Web director will be responsible for chairing a Departmental Web site group to implement Internet and Intranet policies that are consistent with Departmental review processes.
- D. DOL Agencies and DM components shall submit Web-related activities to OPA's Web site group for review and approval, including the creation of new Internet and Intranet web sites.
- E. All DOL Agencies and DM components shall coordinate with OPA's Web site Communication Services for information and services related to the DOL Internet and Intranet Web sites and the content published on the Web sites in accordance with Secretary's Order 2-2003, "Management of U.S. Department of Labor Web Sites."

530 REGIONAL INFORMATION ACTIVITIES

- 531 Purpose.** Regional public affairs staff are direct extensions of OPA's National Office, handling the regional information and public affairs needs for all DOL Agencies. The regional public affairs staff will support regional program activities for their entire geographic area; plan, organize and execute overall public information and public affairs programs for their region and localize national efforts. Using the entire array of information and public affairs techniques available, regional public affairs staff direct and conduct special as well as standard public affairs strategies designed to further the goals of the Department while addressing the needs and responsibilities of the public.

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- 532 **Responsibilities.** All DOL information activities will be coordinated through OPA, nationally and regionally.
- A. **Spokespersons.** The Regional Director for Public Affairs (RDPA) or the public affairs specialist, as the alternate, is the primary voice of the Department to regional media representatives as well as national and international media representatives that contact OPA for information.
- B. **Advice and Guidance.** OPA's regional staff will provide advice and guidance to regional Agency heads and other regional or area/district staff on matters of public information, policy development and program coordination with public information implications. The staff will keep regional and area officials informed of public and media reactions to DOL programs and policies. Advice and guidance are also critical services extended to National Office officials and staff on public perceptions of and possible reactions to changes in programs or policies, itineraries and recommendations of activities advantageous to the Department.
- C. **Media Relations.** OPA will serve as the central contact point in the regions for media inquiries concerning DOL programs, activities and policies. Significant media contacts by regional Agencies should be reported to the regional OPA staff. Media are an important audience of the Department. Their deadlines should be considered, and strong media relationships should be developed on behalf of the Department.
- D. **Web site Communication Services.** All DOL Agencies and DM components shall coordinate with OPA's Web site Communication Services for information and services related to the DOL Internet and Intranet Web sites and the content published on the Web sites in accordance with Secretary's Order 2-2003, "Management of U.S. Department of Labor Web Sites."
- E. **Requests, Assignments or Instructions to OPA's Regional Staff.** Each DOL Agency shall coordinate with OPA's Field Coordinator all requests for information support in the regions and assignments or instructions concerning work to be performed by the regional staff. Requests for regional information services generated by a regional Agency will be handled by the appropriate regional OPA.
- F. **Media Support for Regional Trips/Visits.** DOL Agencies will inform OPA when Agency officials are visiting the regions, including whether they desire media support or their activities are expected to generate media attention. All Agency contacts with the media in the regions will be coordinated by OPA. Recommendations for media

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activities during trips/visits will be made upon the visitor's request, the media's request or the RDPA's own initiative. OPA staff will attend media activities where possible.

G. News Releases. Each DOL Agency, where possible, will provide OPA with information to permit localization of national stories and give enough lead time to allow for simultaneous national and regional issuances. OPA will clear and transmit this information to regional staff. All news releases, except those issued by BLS, will be printed on DOL news release masthead. Releases should include the release date, DOL contact name and office telephone number at the top of the release. All regional news releases will be prepared and issued by OPA, upon approval by the Agency Regional Office. Special arrangements for BLS releases may be agreed to by the regional OPA and BLS.

H. Publications.

- (1) All DOL Agencies will supply OPA's Field Coordinator with 10 copies of each new publication and the news release announcing its issuance. This material will be sent to OPA's regional offices to facilitate localization of the release. Agencies should consult with OPA's Field Coordinator to determine the number of publications required by OPA's regional offices. This will ensure the availability of the publication in regional offices. The Field Coordinator should be notified when publication costs or other factors prohibit distribution of bulk copies to the regional offices.
- (2) All regional publications and audiovisual products for public dissemination must be submitted to the appropriate Agency National Office staff responsible for coordination of clearance with the Agency Public Affairs Director. This clearance assures conformance with the IMS review process and DOL's Graphic Communication Standards Manual. Regional OPA staff may assist Regional Agencies in preparing proposals for publications and audiovisual products.
- (3) Public information products that cost less than \$3,500 and internal newsletters do not require prior IMS clearance.

540 INFORMATION MANAGEMENT SYSTEM (IMS)

541 Background. OMB Circular A-130 requires the Department to develop and implement a system to control spending on publications, periodicals and audiovisual productions.

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Circular A-130 requires continued implementation of an internal review system to assure product quality and cost effectiveness. The Department's Information Management System (IMS), formerly referred to as the Control System, complies with this requirement.

- 542** **Summary.** The IMS is a management and review process by which information products and services, as defined in Section 545, are analyzed and evaluated for product and cost effectiveness. Plans for information products or services must be developed and processed through a seven-step development and clearance procedure prior to entering the production stage. Detailed instructions on preparing and coordinating project proposals and evaluations are provided in DLMS Handbook 5-2, DOL's Information Management System for Public Information Products and Services.
- 543** **Purpose.** To establish policies and procedures regulating the operation of the Department's Information Management System, and to ensure the efficient, effective, economic production and dissemination of public information products and services.
- 544** **Authority.** The IMS and the implementing guidelines in this section are issued in accordance with the following directives:
- A. OMB Circular A-130, Management of Federal Information Resources, issued November 28, 2000.
 - B. Current OMB bulletin series related to the IMS.
- 545** **Definitions.**
- A. Periodicals include journals, magazines and other publications issued annually, or more often, with continuing policy as to format, specification, content and purpose. See OMB Circular A-130 for further definitions and explanation regarding periodicals.
 - B. Pamphlets are publications printed on a one-edition basis or less frequently than once a year. This includes brochures, leaflets, flyers, books, booklets, posters, monographs, reports, folders and bulletins.

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- C. Audiovisual products include artwork, graphics, exhibits, posters, still photography, films, public service announcements, digital video display (DVD), CDs, digital and other high-definition mediums, videotapes, film strips, slides, multi-media products and other audiovisual materials.
- D. Electronically disseminated information is information issued or disseminated to the general public using machine-readable data files, CD-ROMs, software files, Web sites, online database services, electronic bulletin boards and other similar forms of technology. In this context, dissemination to the general public refers to information that is available without access restrictions or limitations and requires public notification of its availability.
- E. Costs include:
- (1) Staff and contractors' time devoted to concept development and project coordination.
 - (2) All aspects of production including: writing, editing, graphics, layout composition, printing and duplication, shipping and postage, storage, talent fees, studio and lab production services, and all costs associated with exhibit production, shipment and placement.
 - (3) Purchase cost of hardware and software that is required for the sole purpose of producing a particular product.
 - (4) Maintenance and updating costs associated with a continuing service.

Note: Research and writing solely to satisfy reporting needs should not be included in the cost.

546 Scope of Coverage

- A. Covered items: periodicals, pamphlets, audiovisual products, exhibits and electronically disseminated information as defined in Section 545 that cost \$3,500 or more. This applies to products produced in-house, under contract or through a combination of both. It also includes materials produced through research, training and technical grants or other grants when the Department or DOL Agency plans to print or distribute the end product(s). Some materials produced under grants are exempt. (See paragraph B.)

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- B. Exempt items: Any materials that cost less than \$3,500; single-sheet flyers; internal newsletters; all statistical reports and databases; commercial audiovisual entertainment productions, e.g., commercial films distributed to Job Corps centers for recreation; AV information collected exclusively for surveillance or intelligence purposes; internal administrative materials; photo-mechanical reproduction, X-rays, cartography, and microfilm/fiche productions; and materials produced under grants where the funds are not Federally controlled or the products will not be distributed by the Department.

NOTE: Statistical materials containing a majority of analytical or interpretative text are NOT exempted from IMS review.

547 **Responsibilities**

A. The Office of Public Affairs is responsible for:

- (1) Establishing and promulgating Departmental policy related to the IMS review.
- (2) Developing guidelines and procedures for implementing the IMS.
- (3) Monitoring Agencies' participation in the implementation of the IMS Review.
- (4) Implementing and coordinating overall Departmental efforts in response to the Office of Management and Budget (OMB) requirements on the IMS Review.
- (5) Representing the Department's public information interests in all IMS-related meetings and working arrangements with OMB.
- (6) Collecting, analyzing and evaluating IMS information and other data from the Agencies to respond to OMB, the National Audiovisual Center and other government agencies' preparation of project materials subject to IMS review.
- (7) Assisting Departmental Management units in the IMS.
- (8) Appointing an OPA IMS Officer to perform the functions and related responsibilities associated with Phase 2 of the IMS Review process.

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- (9) Coordinating all activities with Directorate of Information Resources Management regarding meetings, proposed changes to the pertinent OMB circular, and other major issues that arise.
 - (10) Reviewing all public information audiovisual and print material prior to the final production stage. This includes but is not limited to mechanical artwork, camera-ready copy, exhibit diagrams, story boards and scripts for film, videotape or slide shows.
- B. The Office of the Assistant Secretary for Administration and Management (OASAM) is responsible for coordinating and forwarding the Department's annual report of IMS-related products and services to OMB, and representing the Department at OMB hearings, as required.
- C. The Information Technology Center is responsible for:
- (1) Advising Agencies on documentation necessary for the implementation of IMS-related proposals and justifications for these proposals.
 - (2) Performing a technical review of proposals utilizing electronic technology for distribution of information to the public. This review shall ensure that all Federal Information Resources Management Regulations and internal justifications have been properly prepared, and that the technology utilized is within DOL enterprise architectural guidelines.
 - (3) Developing, coordinating and maintaining a DOL-wide inventory of all electronically based systems.
- D. DOL Agency Heads are responsible for:
- (1) Implementing the IMS within their organizations.
 - (2) Ensuring that all OMB, Department and other government requirements covering public information products and services are met, including those established by these guidelines and those set by the National Audiovisual Center, National Archives and Records Administration.

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- (3) Appointing an Agency representative to coordinate all Agency IMS-related activities and providing final review of IMS-related projects on behalf of the Agency head. Questions about delegations should be referred to OPA's Deputy Assistant Secretary.

E. Regional Administrators are responsible for:

- (1) Ensuring that all regional proposals are organized according to requirements of the IMS Review and forwarded to their respective Agency's national information office for coordination with OPA's IMS officer.
- (2) Consulting with the Regional Directors of Public Affairs regarding concept and other details on projects originating in the region.

F. Agency Procurement Officers are responsible for:

- (1) Carrying out all assigned duties as outlined in the Department IMS Review.
- (2) Ensuring that procurement requirements are followed, including those established by OMB and the Department.
- (3) Ensuring that procurement-funded materials, as defined in Section 545, are reviewed within the requirements of the IMS Review before they are approved for production; ensuring proper clearances and approval signatures as outlined in the IMS.

G. All Other DOL Officials are responsible for carrying out their duties as defined in the IMS Review to ensure compliance with the requirements of OMB, DOL or DOL Agencies. This includes but is not limited to budget officers, administrative and management officers, public affairs officers and program heads.