

# Reclamation Manual

## Directives and Standards

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<b>Subject:</b>	Paid Advertising
<b>Purpose:</b>	Prescribes requirements and responsibilities for use of paid advertising by the Bureau of Reclamation. The benefit of this Directive and Standard (D&S) is that it aligns Reclamation procedures with requirements in the Departmental Manual (DM).
<b>Authority:</b>	470 DM 1, <i>Public Communications, General Policy and Procedures</i>
<b>Approving Official:</b>	Deputy Commissioner
<b>Contact:</b>	Office of Communications (92-40000)

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1. **Introduction.** It is the general policy of the Department of the Interior not to pay for advertising, except where special legal requirements exist (470 DM 1.6M). This D&S explains the procedures for having paid advertising approved when it is needed to benefit Reclamation.
2. **Applicability.**
  - A. This D&S applies to all Reclamation employees and contractors working for Reclamation.
  - B. This D&S is for all advertising proposed for purchase by Reclamation, whether in print (newspapers, magazines, conference publications), broadcast (radio, television, films), billboards, or any other medium.
3. **Requirements and Responsibilities.**
  - A. **Chief, Office of Communications.** The Chief, Office of Communications is responsible for:
    - (1) ensuring justification for paid advertising includes justification that the advertising is supporting a critical program or activity;
    - (2) consulting with the Office of the Solicitor, as needed;
    - (3) ensuring all paid advertising in the Bureau of Reclamation is approved in accordance with (470 DM 1.6 M); and
    - (4) determining when the Department of the Interior's Office of Communications and must be consulted on whether to approve paid advertising.
  - B. **Regional Public Affairs Officers.** Regional public affairs officers are responsible for reviewing all paid advertising within their region and forwarding appropriate requests to the Chief, Office of Communications.

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- C. **Procurement Officers.** Procurement officers are responsible for ensuring paid advertising has been approved by the Chief, Office of Communications or Regional Public Affairs Officer, in accordance with (470 DM 1.6 M) prior to purchase.
  - D. **Employees.** Employees are responsible for seeking approval for all paid advertising and obtaining approval from the Chief, Office of Communications or Regional Public Affairs Officer, in accordance with (470 DM 1.6 M), prior to using their purchase card to pay for advertising.
  - E. **Procedure.** In the event that any office believes paid advertising is necessary because of the significant benefits it affords in enhancing public participation, prior approval must be obtained from the Chief, Office of Communications or Regional Public Affairs Officer, (470 DM 1.6 M).
    - (1) Requests for approval will be submitted to the Chief, Office of Communications, through the regional public affairs officer, or directly to the Chief, Office of Communications, if request is being submitted by the Denver or Washington Office.
    - (2) Paid advertising under \$1,500.00 may be approved by the regional public affairs officer. All paid advertising over \$1,500.00 must be approved by the Chief, Office of Communications.
    - (3) Procurement offices will not award a purchase order and government purchase card holders will not use their purchase card for paid advertising without written approval of the Chief, Office of Communications.
    - (4) No paid advertising will be approved or authorized without a strong justification that supports a critical program or activity.
    - (5) The Chief, Office of Communications, will determine if further review is required by the Department of the Interior, Office of Communications and Solicitor's Office (470 DM 1.6 M).
- 4. **Definitions. Paid Advertising.** Advertising Reclamation must pay for.
  - 5. **Review Period.** The originating office will review this release every four years.

## RECLAMATION MANUAL TRANSMITTAL SHEET

Effective Date: \_\_\_\_\_

Release No. \_\_\_\_\_

Ensure all employees needing this information are provided a copy of this release.

### Reclamation Manual Release Number and Subject

### Summary of Changes

NOTE: This Reclamation Manual release applies to all Reclamation employees. When an exclusive bargaining unit exists, changes to this release may be subject to the provisions of collective bargaining agreements.

### Filing instructions

Remove Sheets

Insert Sheets

All Reclamation Manual releases are available at <http://www.usbr.gov/recman/>

Filed by: \_\_\_\_\_

Date: \_\_\_\_\_