

U.S. Department of Energy
Washington, D.C.

ORDER

DOE 1200.1

11-26-84

SUBJECT: POLICY AND PROCEDURES FOR DEPARTMENTAL NEWS MEDIA ACTIVITIES

1. PURPOSE. To establish policies and procedures for the Department of Energy (DOE) and its contractors on the preparation and release of unclassified information to the public through the news media and on planning and implementation of activities intended primarily for news media.
2. SCOPE. This order applies to all Departmental Elements and, as implemented by the appropriate contracting officer, to contractors performing work for the Department as provided by law and or/contract.
3. REFERENCES.
 - a. Public Law 93-579, The Privacy Act of 1974, 5 U.S.C. 552a, which sets forth restrictions on the collection and maintenance of information and the disclosure of records.
 - b. DOE 1340.1A, MANAGEMENT OF PUBLIC COMMUNICATIONS PUBLICATIONS, AND SCIENTIFIC, TECHNICAL, AND ENGINEERING PUBLICATIONS, of 8-25-82, which prescribes policies, responsibilities, and procedures for effective management of DOE publications, excluding scientific and technical publications.
 - c. DOE 1430.1, MANAGING THE DEPARTMENT OF ENERGY'S SCIENTIFIC AND TECHNICAL INFORMATION, of 2-23-83, which defines DOE's responsibility for managing scientific and technical information developed in the Department's research and development program.
 - d. DOE 1350.1, AUDIOVISUAL AND EXHIBITS MANAGEMENT, of 10-28-81, which prescribes policies, responsibilities, and procedures for effectively managing and controlling within DOE all audiovisual productions and exhibits.
 - e. DOE 5500 4, PUBLIC AFFAIRS POLICY AND PLANNING REQUIREMENTS FOR EMERGENCIES, of 8-13-81, which establishes requirements for Departmental public information action in response to an operational emergency.

DISTRIBUTION:
All Departmental Elements

INITIATED BY:
Office of the Press Secretary

- f. DOE 5500.5, PUBLIC AFFAIRS POLICY AND PLANNING REQUIREMENTS FOR A FUEL SUPPLY DISRUPTION EMERGENCY, of 12-30-82, which establishes responsibilities and requirements for DOE public affairs action in case of a fuel supply disruption emergency.
- g. DOE 5630.8, SAFEGUARDING OF NAVAL NUCLEAR PROPULSION INFORMATION, of 12-27-82, which establishes the requirements for protection of information pertaining to naval nuclear propulsion.
- h. DOE 5650.2, CLASSIFICATION OF INFORMATION, of 12-12-78, which prescribes specific responsibilities, standards, and procedures for management of the Department's classification system.
- i. Public Law 90-23, The Freedom of Information Act (FOIA), 5 U.S.C. 552, of 1966, as amended, which, inter alia, requires agencies to disclose certain records not exempt from mandatory disclosure under the FOIA.
- j. Executive Order 12344, "Naval Nuclear Propulsion Program," of 2-1-82, 3 C.F.R. 128 (1983) which delegates to the Deputy Assistant Secretary for Naval Reactors oversight authority for security and public affairs matters pertaining to the naval nuclear propulsion program.
- k. Public Law 95-91, The Department of Energy Organization Act, section 205(d), which provides for the authority of the Administrator, Energy Information Administration, with respect to publication of statistical or forecasting reports.

4. DEFINITIONS.

- a. News Media Materials are all materials intended primarily for news media, including public announcements, press releases, fact sheets, news features, notes to editors, press advisories, questions and answers, responses to query, backgrounders, still photos, film, and tapes.
- b. News Media Activities are those activities or events intended primarily for the news media, including news conferences, seminars, round table conferences, news briefings, tours, demonstrations, interviews, dedications, and groundbreakings.
- c. Non-Routine Information and Activities, in general, are those which are likely to result in regional or national news media attention, public controversy, or public reaction by elected officials or for which there is no standing policy or precedent. It is recognized that determining what is non-routine and what is routine is often a matter of judgment. When there is a question about whether a matter is non-routine, the determination shall be made by the operations office or, in the case of Headquarters, by the program office in consultation with the Press Secretary.

5. APPLICABILITY. This Order covers all Departmental activities and materials intended for the news media. Parts of this order may be superseded by the provisions of DOE 5500.4 during operational emergencies.
6. POLICY AND OBJECTIVES. It is the policy of the Department to provide to the public and the news media accurate and timely unclassified information on all Departmental policies and programs. The objective of this Order is to assure that timely accurate information is readily available to the public and to keep DOE management advised of public interest and the need for news media activities related to Department policies, programs, and projects.
7. RESPONSIBILITIES AND AUTHORITIES.
 - a. The Press Secretary (CP-3).
 - (1) Establishes policies, standards, procedures, and guidelines for all activities involving news media.
 - (2) Develops and directs Departmentwide news media programs.
 - (3) Reviews, approves, and issues all Headquarters written materials intended for news media, and reviews for approval all proposed Headquarters events intended primarily for news media.
 - (4) Reviews and approves non-routine news media activities and materials referred by operations offices.
 - (5) Is the Department's chief spokesperson with the news media.
 - (6) Provides guidance and evaluation on news media matters to the Secretary, the Deputy Secretary, the Under Secretary, and all Departmental Elements.
 - (7) Keeps the Secretary, the Deputy Secretary, the Under Secretary, and all the Departmental Elements informed of news media activities and reactions.
 - (8) Advises on news media and public reaction aspects of DOE policies and programs and, in consultation with appropriate Departmental officials, determines the need for specific news media activities.
 - (9) Reviews and concurs in proposed Headquarters requests for products or services which involve news media materials or activities as defined in paragraph 4.
 - (10) Coordinates all DOE interagency news media activities at the Headquarters level.
 - (11) Evaluates the effectiveness of news media programs conducted by all Departmental Elements and provides guidance to appropriate Departmental officials.

- (12) Develops and issues specific guidelines for clearance and coordination of all materials and activities related to news media and assures that appropriate clearances have been obtained before issuing or approving written or audiovisual materials intended for news media.
- b. Assistant Secretary for Congressional, Intergovernmental, and Public Affairs (CP-1).
- (1) Reviews for approval all printed and audiovisual materials which are intended for release to the news media from Headquarters other than those released under the FOIA or the Privacy Act of 1974.
 - (2) Determines whether Congressional Affairs should give advance notification of press activities to Congress and to other federal, State, or local agencies.
 - (3) In consultation with the Press Secretary, sets the timing for advance notifications of press activities to Congress and other agencies and assures that Congressional Affairs makes those notifications.
- c. Heads of Headquarters Elements.
- (1) Establish within their respective programs, in consultation with the Press Secretary and within the guidelines established by the Press Secretary: the capability to handle program specific news media activities; and internal procedures for review and clearance of news media activities and materials.
 - (2) Refer to the Press Secretary for appropriate action: texts of proposed materials intended for news media; plans for activities intended primarily for the news media; proposed procurement requests which involve significant news media components; and news media inquiries which involve non-routine information or which may require coordination with several elements of the Department or outside organizations.
 - (3) Advise the Press Secretary, in advance, of all events and situations which may attract news media interest.
 - (4) Consult with the Press Secretary on responses to non-routine inquiries from major national news media.
 - (5) Assure that DOE employees at Headquarters and field organizations which report directly to a Headquarters program office are aware of and follow DOE news media policies and guidelines and that contractors are aware of those policies and guidelines and follow them within the provisions of the contract.

- d. Administrator, Energy Information Administration (EI-1). In consultation with the Press Secretary, handles news media activities specifically related to the independent activities of the Energy Information Administration in the area of gathering, analyzing, and publishing energy information.

- e. Deputy Assistant Secretary for Naval Reactors (NE-60).
 - (1) Acts on or concurs in, as appropriate, all news media activities and materials involving the naval nuclear propulsion program, in accordance with DOE 5630.8 and Executive Order 12344.

 - (2) Ensures compliance with all applicable policies of the Navy concerning control and protection of information on naval nuclear propulsion matters.

- f. Operations Office Managers.
 - (1) Establish and maintain, in consultation with the Press Secretary, the capability to handle news media activities for the operations office within the guidelines provided by the Press Secretary and in keeping with Departmental Orders and policies.

 - (2) In consultation with the Press Secretary and in accordance with DOE guidelines and regulations, establish review and clearance procedure for news media materials and activities which will apply both to the operations office and to other Departmental organizations reporting to the operations office.

 - (3) Advise the Press Secretary, in advance, of all events or situations which may attract significant regional or national news media interest and of non-routine inquiries from national media.

 - (4) Assure that all employees and all field organizations reporting to the operations office are aware of and conform to Departmental policies and guidelines on news media activities.

 - (5) Assure that all contractors are aware of Departmental policies and guidelines on news media activities and, where appropriate under the contract, assure that those policies and guidelines are observed in materials and activities involving DOE-funded programs.

 - (6) Review contractor news media materials and activities which involve DOE-funded programs and refer to the Press Secretary those which are non-routine or which may affect sensitive, national policy issues.

 - (7) Evaluate the public information news/media activities of contractors, as provided by contract, for effectiveness and conformance to Departmental policies and guidelines and advise the Press Secretary of the results.

8. DOE CONTRACTOR NEWS MEDIA ACTIVITIES.

- a. Since Department contractors use Federal funds, they share with the Department the responsibility for timely, reliable, and accurate reporting of activities and events involving Department programs and facilities.
- b. The Department expects contractors to cooperate in its media policies and programs by:
 - (1) Observing Departmental policies and guidelines for news media activities, including submitting for advance review, through the appropriate DOE office, materials intended for news media and plans for news media activities which involve DOE-funded projects and programs.
 - (2) Advising DOE, through the appropriate DOE office, of any activities or situations which may attract major regional or national news media attention and of non-routine inquiries from national news media on DOE funded-programs.
 - (3) Providing full and accurate identification of the contractor's relationship to the Department and full and accurate credit to the Department for scientific and technical achievements resulting from DOE-funded programs.

BY ORDER OF THE SECRETARY OF ENERGY:



WILLIAM S. HEFFELFINGER
Director of Administration