

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

ORDER
DOE 1350.1
10-28-81

SUBJECT: AUDIOVISUAL AND EXHIBITS MANAGEMENT

1. PURPOSE. To provide policy, responsibilities, and procedures for the management and control within the Department of Energy (DOE) of all audiovisual productions and exhibits developed and/or used for public dissemination of information, whether produced in-house, under contracts, or any other form of financial assistance.
2. SCOPE. The provisions of this Order apply to all elements of the Department Energy, including the Federal Energy Regulatory Commission (RC), except for statutory responsibilities and authorities that exclude RC from compliance with certain aspects of this Order.
3. REFERENCES.
 - a. Office of Management and Budget (OMB) Circular No. A-114, "Management of Federal Audiovisual Activities," which prescribes policies and procedures for improving the management of Federal audiovisual activities.
 - b. OMB Circular No. A-76, "Policies for Acquiring Commercial or Industrial Products and Services for Government Use," which states the basic policies to be applied in determining whether needed commercial or industrial type work should be done by contract with private sources or in-house using Government facilities and personnel.
 - c. General Services Administration (GSA) Federal Property Management Regulations (FPMR) subpart 101-11.4, "Disposition of Federal Records," which prescribes methods and policies for the transfer or destruction of original and/or printing materials of Government-owned motion pictures, out-takes, and unedited record photography.
 - d. GSA FPMR subpart 101-11.411-4, "Audiovisual Records," which states policies that govern the transfer of audiovisual records to the National Archives.
 - e. OMB Bulletin No. 81-15, "Agency Implementation of OMB Circular No. A-76" which provides instructions for preparing and submitting information on each agency's implementation of OMB Circular No. A-76 and its impact on budget estimates, and requires special information on audiovisual activities.
 - f. OMB Bulletin No. 81-16, "Elimination of Wasteful Spending on Government Periodicals, Pamphlets, and Audiovisual Products," which provides procedures and guidelines for eliminating unnecessary Federal spending for the development and printing of periodicals and pamphlets, and the production or procurement of audiovisual services.
 - g. Office of Management and Budget (OMB), Office of Federal Procurement Policy (OFPP), Pamphlet No. 3, "Federal Systems for Acquiring Audiovisual Productions," which implements the Government-wide system for motion picture and videotape productions.
4. DEFINITIONS.
 - a. Audiovisual Production. Any prepackaged arrangement of audiovisual and visual elements (including motion pictures, multimedia presentations, slide shows, film strips, video tapes, sound tapes and recordings, television, and radio public service messages) into a unified presentation designed to communicate information to an audience.
 - b. Exhibit. Any display, usually three-dimensional, which uses photographs, models, hardware, copy, and special effects, such as lighting, animation, microcomputers, analog simulators, or audiovisual productions, to communicate information to an audience.
5. EXCEPTIONS. Excepted from the requirements of this Order are classified productions, film footage and video tape shot for record or scientific purposes, and audiovisual information collected exclusively for surveillance, reconnaissance, or intelligence purposes, and slides or transparencies produced and used exclusively for speeches and/or program briefings when clearly not intended for public dissemination and for

which there is no recorded sound track, and drawings or models intended only for scientific and technical program presentations.

6. POLICY AND OBJECTIVES.

a. Policy. It is DOE policy to:

- (1) Encourage greater public understanding of our national energy plans, policies, programs, resources, and technical options through the dissemination of reliable information through exhibits, films, and other audiovisual techniques to assist the public in making informed judgments on Government energy programs, defense programs, and activities.
- (2) Assure that all audiovisual and exhibit materials are consistent with United States foreign and domestic policies and applicable laws and regulations.

b. Objectives. DOE intends to:

- (1) Disseminate reliable information in accordance with sections 102 and 301 of the DOE Organization Act, Public Law 95-91, so as to increase public awareness and understanding of energy resources, energy technology options, defense programs, energy conservation issues, energy-related environmental issues, and other energy-related issues.
- (2) Provide information on all DOE programs in a candid, easily understood, factual and balanced manner.
- (3) Promote economy, efficiency, and effectiveness by:
 - (a) Coordinating public awareness campaigns, production of audiovisual materials and exhibits, and related activities with DOE and with other Federal, State, and local agencies.
 - (b) Using audiovisual products for specific DOE programs where cost effective and otherwise appropriate.
 - (c) Assuring that the distribution and use of DOE audiovisual materials and exhibits are handled in an effective, efficient, and economical manner to as wide and diverse an audience as possible.
- (4) Develop and administer a public awareness program that best serves the public interest and is responsive to public needs by:
 - (a) Providing advice, guidance, support, and assistance, as appropriate, to DOE organizations and contractors educational organizations, and other groups in planning, production, distribution, use, reporting, and evaluation of exhibits and audiovisual materials directed to the public.
 - (b) Assuring that Department audiovisual and exhibit products are not improperly used to influence pending legislation, promote sales of products, or promote the status of various industries.
 - (c) Encouraging the non-Government production and public distribution of audiovisual materials and exhibits on energy-related matters.
 - (d) Assuring that all exhibits and audiovisual services and materials are produced, acquired, preserved, stored, distributed, and made available to the public in accordance with applicable statutes and Federal regulations.

7. RESPONSIBILITIES AND AUTHORITIES.

a. Director of Public Affairs.

- (1) Establishes Departmental policies, rules, and procedures for the planning, production, and use of audiovisual productions and exhibits.
- (2) Maintains management oversight of the Department's audiovisual and exhibit activities and assures compliance with OMB Circular

and exhibit activities and assures compliance with OMB Circular No. A-114, OMB Circular No. A-76, OMB Bulletin No. 81-15, and OMB Bulletin No. 81-16.

- (3) Develops and administers the DOE public awareness program utilizing audiovisual and exhibit techniques to implement the basic Departmental policy of informing the public concerning national energy matters.
- (4) Appraises, as necessary, the effectiveness of public awareness programs of all Departmental elements, including the Federal Energy Regulatory Commission.
- (5) Reviews the operation of the public awareness program throughout DOE to assure that procedures of all Departmental elements are consistent with DOE public awareness policies.
- (6) Coordinates, for DOE, interagency public awareness activities.
- (7) Establishes an Audiovisual Review Board to review, evaluate, and recommend proposed audiovisual productions to the Director of Public Affair.
- (8) Provides guidance and evaluation to all Departmental elements, including RC, on the development, preparation and review, in advance of release, on all audiovisual materials and exhibits.
- (9) Evaluates and advises on the need for audiovisual materials and exhibits and assists in the preparation, coordination, and use of these products.
- (10) Offers advice and assistance, as requested, on public understanding aspects of proposed DOE policies, actions, programs, and projects.
- (11) Coordinates DOE internal and interagency audiovisual and exhibit activities and represents DOE on interagency committees, task forces, and study groups involving other Federal and/or State agencies.
- (12) Maintains management oversight of the acquisition, production, and distribution of motion pictures, slide shows, television and radio materials, and video tapes; and maintains and coordinates the DOE free-loan distribution system for public use, including usage reports and system product evaluation.
- (13) Reviews and evaluates proposals from outside organizations seeking DOE support and assistance in the development of audiovisual productions and exhibits.
- (14) Approves proposed audiovisual productions of DOE and its contractors/grantees based on the recommendation of the Audiovisual Review Board (ARB).
- (15) Develops and maintains a documentary collection of still pictures and slides representing DOE programs and activities to meet DOE needs as well as the needs of the news media and the public, and makes them available to Government and non-Government producers of audiovisual productions and exhibits along with technical reviews, advice, available stock film footage, and sound recordings.
- (16) Develops testing and evaluation techniques to determine cost effectiveness and potential audience for audiovisual products and exhibits.
- (17) Prepares "Annual Audiovisual Report to the National Audiovisual Center (NAC), National Archives and Records Service, GSA", on a fiscal year basis, in accordance with OMB Circular No. A-114.
- (18) Prepares "Federal Audiovisual Production Report" on all DOE audiovisual productions and materials far input into NAC's data base.
- (19) Develops schedules, makes arrangements, and coordinates all activities associated with DOE exhibit showings to assure appropriate coverage of conferences, science museums, fairs, public building lobbies, and shopping centers.
- (20) Determines or approves the distribution methods of all DOE and its contractors/grantees audiovisual products and exhibit. for

public dissemination of information.

- (21) Conducts a periodic review of the control system and modifies it as required.

b. Heads of Headquarters Elements.

- (1) Recommend to the Director of Public Affairs subject areas in which DOE needs to support, produce, acquire, distribute, or evaluate motion pictures radio programs, video tapes, exhibits, or other audiovisual materials.
- (2) Refer unsolicited proposals from outside organizations seeking DOE support of audiovisual or exhibit projects to Director of Public Affairs for approval or evaluation, as appropriate, in accordance with directions for processing unsolicited proposals.
- (3) Refer to Director of Public Affairs for approval all proposed DOE audiovisual and exhibit projects prior to initiation of development, design, acquisition, or production.
- (4) Assist Director of Public Affairs in the evaluation of unsolicited proposals for DOE support of exhibits and audiovisual materials, in the technical and policy review of exhibits and audiovisual materials, including subject matter content.
- (5) Concur in, within approved financial plans, the use of program funds for the design, production pretesting, acquisition, use, and evaluation of exhibits and audiovisual materials.
- (6) Submit to Director of Public Affairs, for evaluation, a specific distribution plan, including reference to the program the product will support on all productions.
- (7) Upon request, assist Director of Public Affairs in collecting and submitting the data on audiovisual activities for the "Quarterly Reform 88" and the annual audiovisual reports, as well as information for the "Federal Audiovisual Production Report." For actual reporting procedures, refer to Attachments 1, 2, and 3.
- (8) Assure that all offices under their jurisdiction comply with provisions of this Order, including in the use of contractors/grantees.

c. Chairman, Federal Energy Regulatory Commission (RC).

- (1) Reviews and approves requests and proposals for DOE support of exhibits and audiovisual projects when such projects relate only to RC and involve an expenditure not to exceed \$2,000 for each, and such projects which may be specifically delegated.
- (2) Assures that all offices under RC jurisdiction comply with the provisions of this Order, including in the use of contractors/grantees.
- (3) Approves and evaluates all proposed exhibits and projects which speak of and/or for RC.

d. Heads of Field Organizations.

- (1) Coordinate reviews and approvals for their contractors/grantees required under this Order and carryout such reviews and approvals as are delegated by the Director of Public Affairs.
- (2) Assure that the use of DOE contractors/grantees under their jurisdiction comply with the provisions of this Order.

e. Heads of Procuring Activities.

- (1) Prior to the initiation of any action involving the development, design, acquisition, or production of DOE audiovisual and exhibit projects, assure that appropriate contractual or financial assistance coverage is in place to permit the implementation of this Order.
- (2) Prior to awarding a contract or financial assistance agreement involving the development, design, acquisition, or production

of DOE audiovisual and exhibit projects as well as prior to approving the development, design, acquisition, or production of DOE audiovisual and exhibit projects in existing contracts or financial assistance agreements notify the Office of Public Affairs (CP-20) to assure appropriate coordination of required reviews and approvals.

8. SPECIAL REVIEWS.

- a. Classification Review. When appropriate, as identified by the Director of Public Affairs, each audiovisual production and exhibit will be submitted to the Office of Classification for review and approval.
- b. Permissions, Clearances, and Rights to Use. Whenever possible, all permissions, clearances, and rights, including people and music, shall be provided to the Federal Government in writing. These rights shall be for the publication and exhibition in whole or in part for television, radio, theaters, community, and educational audiences, and for the duplication of the entire work or its components whether for sale, rent, free loan, or as a giveaway by the Federal Government. Where such rights cannot be obtained, due to prior copyright, the exceptions will be noted to hold the Federal Government free from any claims and damages.
- c. Patent and Copyright Review. Each audiovisual production and exhibit will be submitted to the General Counsel for review and approval. Requests submitted for review shall include identification of (1) inventions disclosed in the audiovisual or exhibit product which have not been previously disclosed to the public, (2) copyrighted materials incorporated into such product, and (3) any permission, clearance, or right to use.

9. APPROVALS.

a. Audiovisual Review Board (ARB).

(1) Function and Membership.

- (a) The ARB assists the Director of Public Affairs in evaluation, coordination, and action on all DOE audiovisual productions.
- (b) The members and a chairperson of the ARB are appointed by the Director of Public Affairs. Program representatives with special expertise in the topics under discussion may be invited to participate in meetings of the ARB.
- (c) Meetings of the ARB are scheduled at the call of the Chairperson of the ARB. The ARB may do business by telephone or memorandum if a meeting is not convenient or if need for prompt action dictates.

(2) Requirements. All DOE organizations responsible for originating, producing, and/or distributing audiovisual materials to the public or to specialized audiences are required to refer to the ARB, for approval, a brief description of each proposed production prior to the commitment of funds. Should significant variation from the approved production occur at anytime in the process, approval of the amended production must be obtained prior to processing.

(3) Procedure for Obtaining Approval of an Audiovisual Production.

- (a) Requests for ARB consideration for a proposed audiovisual production should be addressed to the Chairperson, ARB, CP-2 and submitted in the following format:
 - 1 Submitted By. Name of requesting organization, contact person, building and room number, and telephone number.
 - 2 Audiovisual Type. Motion picture, video tape, multimedia presentation.
 - 3 Working Title.
 - 4 Description and Purpose. Identify subject and scope, state whether proposed production is to be a survey a documentary, or other coverage on a proposed topic; e.g., documentary showing role of photosynthesis in

growth of food and use of radiocarbon to study the process.

5 Length. Running time in minutes.

6 Intended Audience. Technical, general, mixed.

7 Justification. Identify program need and explain briefly why the proposed medium is considered most effective means to achieve program objective.

8 Method of Production. Contractor/recipient, in-house, or mixed.

9 Estimated Cost.

10 Estimated Production Schedule.

11 Name of Funding Organization. If two or more organizations are to co-fund, identify respective shares; e.g., Division X to fund treatment and script - \$10,000; Division Y to fund production - \$30,000.

12 Number of Prints.

13 Concurrence by Program Director of Initiating Activity.

- (b) Following review, the ARB will recommend approval, disapproval, or modification to Director of Public Affairs. The requesting organization will be notified promptly of the decision of the Director of Public Affairs, concerning the proposed production.
- (c) The ARB may request the opportunity to review the treatment, script, rough cut, and/or answer print on each production.
- (d) The National Audiovisual Center, GSA, through Director of Public Affairs, requires reports on all audiovisual preproductions, postproductions, and cancellations. See Attachments 1 and 2.

b. Exhibit Approval.

(1) Procedure for Obtaining Approval for an Exhibit.

- (a) Requests for consideration of a proposed or modified exhibit should be addressed to the Director of Public Affairs (CP-20) prior to commitment of funds and submitted in the following format:

1 Submitted By. Name of requesting organization, contact person, location, and telephone number.

2 Description and Purpose. Identify subject and scope.

3 Intended Audience.

4 Estimated Cost.

5 Name of Funding Organization.

- (b) Showing of approved DOE and contractor exhibits should receive approval prior to commitment of funds for space, transportation, or other related expenses. Requests for review of the proposed exhibition should be addressed to the Director of Public Affairs (CP-20) and submitted in the following format:

1 Submitted By. Name of requesting organization, contact person, location, and telephone number.

2 Description.

3 Event.

4 Location.

5 Sponsoring Organization.

6 Audience

- 6 Audience.
- 7 Estimated Cost.
- 8 Name of Funding Organization.
- 9 Date Exhibit Required.
- 10 Length of Time Exhibit is to be Used.

- (2) In order to assure that DOE exhibit activities are appropriate and well-coordinated, an annual exhibit plan should be submitted to the Director of Public Affairs, CP-20, no later than 10-1 of each year.

c. Utilization of Audiovisual and Exhibit Approval.

- (1) All DOE procurement or financial assistance packages for audiovisual materials and productions shall include an authorization memorandum from Director of Public Affairs, CP-20.
- (2) All DOE procurement or financial assistance packages for exhibits shall include an authorization memorandum from the Director of Public Affairs, CP-20.

BY ORDER OF THE SECRETARY OF ENERGY:

WILLIAM S. HEFFELFINGER
Director of Administration

****DATABASE NOTE:

ATTACHMENT OF ATTACHMENT 1 - ANNUAL AUDIOVISUAL REPORT (PAGES 1 AND 2)
IS NOT INCLUDED IN DATABASE, DUE TO ITS FORMAT.

****DATABASE NOTE:

ATTACHMENT OF ATTACHMENT 2 - FEDERAL AUDIOVISUAL PRODUCTION REPORT
(PAGES 1 AND 2) IS NOT INCLUDED IN DATABASE, DUE TO ITS FORMAT.