

TITLE: CIB 94-20 USAID-Funded Communications Products

October 25, 1994

MEMORANDUM FOR ALL CONTRACTING OFFICERS AND NEGOTIATORS

TO: Distribution List FAC

FROM: DAA/M, Mr. Michael D. Sherwin, Procurement Executive

SUBJECT: USAID-Funded Communications Products

CONTRACT INFORMATION BULLETIN 94-20

The Administrator has issued new guidance on USAID-funded communications products stemming, in part, from a requirement in the FY 95 Foreign Operations Appropriations Act. Based on the new guidance (attached General Notice dated 10/5/94), we have developed a new contract clause and a new provision for grants and cooperative agreements.

The new clause/provision should be included in all FY 95 solicitations and awards as prescribed. When existing contracts and assistance instruments are amended to include FY 95 funds, the new clause/provision must be included if applicable.

While the contract/agreement officer is named as the individual responsible for authorizing the financing of a communications products under a contract, grant, or cooperative agreement after award, the Project Office, or other requiring office, is responsible for obtaining the approval from LPA/MC on which the contract/agreement officer's authorization is based.

If it is anticipated that communications products covered by the new guidance will be financed under a particular contract or assistance instrument, the project office should obtain approval from LPA before the award is signed. If the need for any covered communications product arises after award, the new requirement will have to be reviewed and approved before the product will be eligible for financing.

One area of the guidance which may raise questions is the definition of which costs are included when determining whether the \$25,000 threshold for program-funded products is met. The guidance says the cost of a publication "will be the sum total of the research, writing and other editorial services (including any

associated overhead costs), design, layout, and production costs." What constitutes research costs is undefined. In addition, since these costs will have to be determined before the work is undertaken in many cases, contractors/recipients may only be able to make a best estimate of the costs.

With regard to assistance instruments, since there is not a standard application form at present, project offices should bring the new policy to the attention of potential recipients. It would be appropriate, at least initially, for grant/agreement officers to bring the new provision to recipients' attention prior to signing an award, so that if covered communications products are contemplated and have not yet been approved, they can arrange for review and approval.

"Standards for USAID-Funded Publications" and "Standards for USAID-Funded Video Productions" are attached to the General Notice. For the present, copies of these standards should be provided to contractors and recipients with every contract or assistance instrument under which a report of any type, or other communication products, may be required.

Attachments:

- Attachment 1 - Solicitation and Contract clause
- Attachment 2 - Assistance provision
- Attachment 3 - General Notice on USAID-funded Communications Products (With Standards)

Attachment 1

This clause shall be included in every solicitation and contract for program-funded professional or technical services over \$25,000, or for operating expense-funded professional or technical services regardless of dollar amount.

Communications Products (Oct. 1994)

(a) Definition - Communications products are any printed material (other than non-color photocopy material), photographic services or video production services.

(b) Standards - AID has established standards for communications products. These standards must be followed unless otherwise specifically provided in the contract or approved in writing by the contracting officer. A copy of the standards for AID-financed publications and video productions is attached.

(c) Communications products which meet any of the following criteria are not eligible under this contract unless specifically authorized in the schedule of the contract or in writing by the contract officer:

(1) All communications materials funded by operating expense account funds.

(2) Any communication products costing over \$25,000, including the costs of both preparation and execution. For example, in the case of a publication, the costs will include research, writing and other editorial services (including any associated overhead), design, layout and production costs.

(3) Any communication products that will be sent directly to, or is likely to be seen by, a Member of Congress or Congressional staffer.

(4) Any publication that will have more than 50 percent of its copies distributed in the United States (excluding copies provided to CDIE and other AID/W offices for internal use).

(e) The initial proposal must provide a separate estimate of the cost of every communications product as defined in paragraph (a) above [not just those which meet the criteria in paragraph (d)] which is anticipated under the contract. Each estimate must include all of the costs associated with preparation and execution of the product. Any subsequent request for approval of a covered communication product must provide the same type of cost information.

Attachment 2

This provision shall be included in every grant or cooperative agreement over \$25,000.

Communications Products (Oct. 1994)

(a) Definition - Communications products are any printed material (other than non-color photocopy material), photographic services or video production services.

(b) Standards - AID has established standards for communications products. These standards must be followed unless otherwise specifically provided in the agreement or approved in writing by the agreement officer. A copy of the standards for AID-financed publications and video productions is attached.

(c) Communications products which meet any of the following criteria are not eligible for AID financing under this agreement unless specifically authorized in the agreement schedule or in writing by the agreement officer:

(1) Any communication products costing over \$25,000, including the costs of both preparation and execution. For example, in the case of a publication, the costs will include research, writing and other editorial services (including any associated overhead), design, layout and production costs.

(2) Any communication products that will be sent directly to, or is likely to be seen by, a Member of Congress or Congressional staffer.

(3) Any publication that will have more than 50 percent of its copies distributed in the United States (excluding copies provided to CDIE and other AID/W offices for internal use).

Attachment 3

USAID/GENERAL NOTICE
ADMINISTRATOR AA/LPA

10/19/94

SUBJECT: Guidance on USAID-funded Communications Products

As many of you are aware, I have been concerned about the cost and content of USAID-funded publications and videos. I strongly believe that USAID publications and videos should clearly reflect our sustainable development mission overseas by being modest but well designed and graphically exhibiting our Agency-wide efforts to be prudent and cautious stewards of scarce taxpayers resources.

Now, in addition to the high priority I place on this issue, Congress has included a new provision in the Fiscal Year 1995 Foreign Operations Appropriations Act that puts an overall dollar limit on the printing costs of OE-funded communications materials and a limit of \$25,000 on the printing costs of program-funded reports and studies (excluding feasibility, design or evaluation reports or studies). Therefore, I am issuing the attached guidance to reinforce and elaborate my concern about this issue and to lay out clear guidelines for the Agency for the production of such materials.

J. Brian Atwood

POINT OF CONTACT: LPA welcomes your comments and will provide briefings, assistance and other information to assist USAID personnel to understand this guidance. Please contact Suzanne Chase, LPA/MC, x7-3811 or Joe Fredericks, AA/LPA, x7-3920.

GUIDANCE FOR USAID-FUNDED COMMUNICATIONS PRODUCTS

1. GOAL:

The goal of this guidance is to ensure that USAID-funded communications materials are:

- o cost-effective;
- o informative;
- o targeted to a well-defined and specific audience;
- o accompanied by a well-defined, thought out, and detailed distribution plan that can and will be executed; and,
- o reflective of USAID's mission: to promote sustainable development in the countries we assist.

In addition to the five points above, the communications material should fulfill a real, identified need and contribute directly to the accomplishment of the Agency's mission.

2. DEFINITION:

For the purpose of this guidance, communications products are defined as any printed material (other than non-color photocopy material), photographic services (including slide shows or other multimedia productions) or video production services meeting the criteria in section 3. Multi-volume or multi-sectional printed materials, videos or other communications products that are intended to be distributed together as one unit, package or group will be considered as one communications product for the purpose of this guidance.

3. COMMUNICATIONS MATERIALS AFFECTED BY THIS GUIDANCE:

Effective October 1, 1994, communications materials that meet either of the following two criteria (funding or audience) must be approved by the Assistant Administrator of the Bureau for Legislative and Public Affairs (AA/LPA) or her designee.

3a. FUNDING CRITERIA:

- (1) All communications materials funded by operating expense account funds must be reviewed and approved by AA/LPA.

(2) Any communications materials funded by program account funds and costing over \$25,000 total. The \$25,000 cost threshold will be arrived at by looking at the sum total of the costs of preparation and execution of the communications material. For example, in the case of a publication, the cost will be the sum total of the research (directly related to the writing and production of the publication), writing and other editorial services (including any associated overhead costs), design, layout, and production costs.

3b. AUDIENCE CRITERIA:

(1) Any communications material that will be sent directly to or is likely to be seen by a Member of Congress or Congressional staffer requires approval. Of course, such requests should be coordinated with LPA under the general procedures governing Congressional communications.

(2) Any publication that will have a majority of the copies (over 50 percent) distributed in the United States (excluding copies provided to CDIE and other USAID/W offices for internal use) requires approval.

3c. EXAMPLES:

(1) A program-funded family planning calendar produced by USAID grantee and to be distributed to 200 USAID beneficiaries in India as part of the grantee's family planning efforts and costing less than \$25,000: NO APPROVAL REQUIRED.

(2) Same as 1 but distribution also includes 100 "family planning leaders" in the United States, 200 "family planning leaders" overseas, and 25 for distribution within USAID and costing less than \$25,000: NO APPROVAL REQUIRED.

(3) Same as 2 but 400 additional copies given to ANE for distribution to "family planning leaders" in U.S.: APPROVAL REQUIRED.

(4) Same as 1 and 2 but costing more than \$25,000: APPROVAL REQUIRED.

(5) A program-funded videotape setting forth lessons learned in an agricultural sector project in West Africa to be distributed to 150 colleges and universities in the United States regardless of cost. APPROVAL REQUIRED.

(5) An employee training manual produced by USAID with operating expense funds and for distribution within USAID regardless of cost: APPROVAL REQUIRED.

(6) An operating expense-funded or program-funded annual report to Congress that is required by law and will be distributed to both Congress and to interested people in the United States regardless of cost: APPROVAL REQUIRED.

3d. EXEMPT COMMUNICATIONS MATERIALS:

(1) Program-funded publications costing less than \$25,000 and specifically intended as design, evaluation and feasibility studies that are not intended for the general public.

(2) Program-funded publications costing less than \$25,000 and distributed solely overseas as part of the delivery of foreign assistance or as part of a mission's informational program in the host country.

4. REVIEW PROCESS:

Effective with the issuance of this guidance, all communications products meeting the criteria in section 3 of this guidance must be submitted for review and approval by USAID/LPA/MC. This process must be completed before any final planning or funding commitment on the communications materials can be given.

Required information and design standards for printed materials and video/photographic materials are attached as annexes to this guidance.

As always, LPA staff are available to assist bureaus and missions in the production of communications products.

5. CONTRACT AND GRANT DOCUMENTS REVIEW:

Agency personnel should be aware that this guidance applies to all affected communications materials produced through USAID-funded contracts and grants. Thus, USAID staff are urged to review current contracts and grants and to keep in mind for FY 1995-funded contracts and grants that these guidelines must be built into the agreements. Materials produced under omnibus contracts covering other services are subject to this guidance.

Please note that M Bureau will provide detailed guidance to contracting officers and other appropriate USAID personnel that will include a required separate line item and other standardized language incorporating these issues as a part of the contract or grant.

6. POINTS OF CONTACT:

Point of contact for this guidance is USAID/LPA/MC.

STANDARDS FOR USAID-FUNDED PUBLICATIONS

The following standards are intended as general guidelines for the production of USAID-funded publications that fall within the scope of those requiring LPA approval.

The purpose of establishing basic standards is to enable LPA to work in a cooperative effort with agency bureaus and field missions to produce informative, professional and cost-effective products that meet the needs of a designated audience. The audience and distribution plans must be clearly defined and justification given that a real need exists for the proposed publication.

We are fully aware that there will be situations that warrant exceptions to these standards. Exceptions will be made by LPA on a case-by-case basis.

I. Publications intended for a U.S. audience, including Congress:

A. Use of color: Two-color maximum for both cover and text (black or blue ink, generally used for text, counts as one color). In the case of publications such as conference proceedings, one color is the standard.

B. Paper: For both cover and text, use the most cost-effective stock that suits the publication's purpose. Make every effort to use recycled paper. Do not use heavy stock.

C. Photos: Black-and-white

D. Content: Emphasize results achieved toward sustainable development through USAID programs. NOTE: In most cases, LPA will ask for a separate textual (ASCII) version of the final document for possible posting on USAID's Internet, which at present can support text only.

E. Design: Avoid expensive folds/paper cuts, inserts/foldouts, die cuts, embossing, foil stamps and other design elements that add additional expense.

II. Reports Required by Congress

Most reports should be in typewritten, xeroxed format and respond specifically to what is required by statute.

III. Use of metric units of measurement

Unless a waiver is granted, metric units are to be used in accordance with Executive Order 12770. Traditional units may be shown in parentheses after metric.

IV. Use of Agency logo

The USAID logo (or the name of the agency written out)

should be displayed prominently, e.g., on the cover or title page.

V. Approval Form

LPA is developing a "request-for-approval" form that will be put on the agency wide computer network as a macro to simplify and streamline the approval process. Information that will be required is as follows: type and design/format of publication; justification for its need; clearly defined audience and distribution plans; print run; budget breakdown including costs for photographic services (if a contract photographer is used), writing, editing, design, layout and printing; whether OE or program funds are being used; and plans to evaluate the effectiveness of the product.

VI. Publications produced through USAID-funded grants and contracts are subject to these standards.

STANDARDS FOR USAID-FUNDED VIDEO PRODUCTIONS

The following standards are intended as general guidelines for USAID-funded video productions that require LPA approval.

The purpose of establishing these basic standards is to enable LPA to work in cooperation with agency bureaus and field missions to produce informative, professional and cost-effective programs that meet the needs of the designated audience. The audience and distribution plans must be clearly defined. The purpose and production plans must be justified and must support a real need.

We are aware that USAID video productions generally fall into two categories--those produced for information/education of U.S. audiences, and those produced with program funds for largely foreign audiences. These guidelines will help missions decide which programs warrant video productions and how these should be produced.

We are also aware that certain situations will justify exceptions to these standards. Exceptions will be made by LPA on a case-by-case basis.

I. Basic Guidelines

A. Content: Videos intended for U.S. audiences, including Congress, should portray concrete results or chronicle a USAID success story. The video should not be a "promo" for a contractor or a specialized technical report aimed at a narrow audience of experts. Videos produced with program funds for foreign audiences would usually be training tapes or other instructional material.

Also, LPA will not approve video recordings of conference proceedings that can more appropriately be shared as written transcripts or audiocassette recordings.

B. Format: The program should be shot in a professional television format: BETA, BETA-SP, or 3/4". Only viewing copies should be made in VHS. Programs may be shot in American TV standard (NTSC) or in PAL or SECAM TV standard.

C. Producers: Direct contracts must comply with OFPP Letter No. 79-4 which establish a "Government-Wide Contracting System for Motion Picture and Videotape Productions" (as required by OFPP by OFPP letter 79-4.) The designated production team must have a track record producing information/education programs or other professional broadcast products. A brief list of previously produced programs should be included.

D. Length: The video should be no more than 15 minutes, unless there is a strong justification.

E. Copies: The number should be determined by the bureau/mission and reflected in the production budget. Viewing copies for NGOs, PVOs and local officials should be in VHS. Copies for local TV placement must be in 3/4" or BETA. A copy of the master of the finished program must be sent to the LPA video archive.

II. Approval Form

To simplify the approval process, LPA is developing a macro for the "request-for-approval" form that will be put on the agency wide computer network. The following information will be required.

- A. A general description of the subject of the video.
- B. The intended audience and a detailed distribution plan.
- C. Whether OE or program funds will be used.
- D. Budget breakdown to include costs for the following items:
 - Pre-production: research, script, shooting schedule (where the video will be shot);
 - Production: how many shooting days (include travel days), how much per day for the crew plus equipment. Please note: where possible, a local crew should be used; and
 - Editing: how many hours, how much per hour, how much for graphics and titles.
- E. Discussion of plans to evaluate the script and the "rough cut" for the effectiveness of the product.

III. Videos produced through USAID-funded grants and contracts are subject to these standards.

Note: All videos produced with USAID funds must be deposited in the LPA video archive. This includes all "source" tapes, plus a copy of the completed master program.