

# Appendix A-1

## Approvals

Guidance and Forms for outreach-related activities which require approval

A-1 a. Approval form for Publications (DI-550)

*(Note: All Service Publications should conform with Service Graphic Standards)*

A-1 b. Approval form for Audio-Visual Production (DI-551)

A-1 c. Approval for Special Events of National Significance (042 FW 1.1.6.A)

## U.S. Fish & Wildlife Service

# Publications Approval Request and Control Document

No final design or artwork will be done prior to approval.

To: Chief, Office of Public Affairs	From:	Date Submitted
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### Section A – Proposed Publication

1. Title		2. Total Estimated Cost
3. Category <input type="checkbox"/> General Information <input type="checkbox"/> Scientific/Technical <input type="checkbox"/> Report/Plan <input type="checkbox"/> Newsletter <input type="checkbox"/> Other _____	4. Format <input type="checkbox"/> Brochure/Pamphlet <input type="checkbox"/> Book <input type="checkbox"/> Poster <input type="checkbox"/> Fact Sheet <input type="checkbox"/> Other _____	2a. Estimated Design/Layout Cost <input type="checkbox"/> In-house/Staff _____ <input type="checkbox"/> Contract _____
		2b. Estimated Printing Cost
		2c. Funding <input type="checkbox"/> FWS <input type="checkbox"/> Other (specify entity & amount) _____
5. Current Status of Project?		

### Section B – Justification

1. Is the Secretary's name/signature to be used in this publication?    Yes    No   (if yes, written approval is *mandatory*. See 314 DM 4.5)

2. Give objective/reason for publication\*

3. Is it integrated with other communication methods (i.e., video, intranet, internet, public service announcement, etc.)

Yes    No   (If "yes" specify)\*

4. Is it a cooperative effort with another federal agency, state/local agency, non-government or private entity?

Yes    No   (If "yes" specify)\*

5. If more than one color, justify\*

6. Primary audience (be specific)\*

### Section C – Distribution

1. Have distribution and promotion plans been developed?    Yes    No   (explain)\*

2. Recommended sales    Yes    No   (explain)\*

3. Does the publication require mailing?    Yes    No

4. Will a mailing list be supplied?    Yes    No

5. In what format will the list be provided? (e.g., typewritten, adhesive labels, diskette)

6. Are there any special requirements? (e.g., first-class, fourth-class, Federal Express, inside delivery)

7. Quantities for free distribution

DOI Employees \_\_\_\_\_   Stock \_\_\_\_\_

General Public \_\_\_\_\_   Other \_\_\_\_\_

Organizations \_\_\_\_\_   Libraries \_\_\_\_\_  
(Not Depository)

Total Copies \_\_\_\_\_

8. Printing to be accomplished by:

GPO – Washington, DC

GPO – Region

Other \_\_\_\_\_

9. Estimated date to be printed

\*Attach additional sheets, if necessary

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**Section D – Format and Specifications**

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1. Size	2. Number of pages	3. Number of illustrations	4. Binding
5. Paper stock Cover _____ Text _____		6. Inks (colors) Cover _____ Text _____	

**Section E – Responsible Individuals**

1. Signature of Program/Project Officer	Phone	Date
2. Signature of Publications Coordinator	Phone	Date
3. Signature of Policy Review Official or Regional Director	Phone	Date
4. Signature of Editorial Review Official	Phone	Date
5. Signature of Technical Accuracy Review Official	Phone	Date

**Section F – Washington Office Approvals**

1. Signature of Printing Officer	Date
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Proposed Publication, Approved     Proposed Publication, Approved, except as noted     Proposed Publication Disapproved

Comments:

2. Signature Chief, Office of Public Affairs	Date
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Proposed Publication, Approved     Proposed Publication, Approved, except as noted     Proposed Publication Disapproved

Comments:

Service messages included in this publication:

The U.S. Fish and Wildlife Service is a Federal agency whose mission, working with others, is to conserve fish and wildlife and their habitats for the continuing benefit of people.

The Service helps protect a healthy environment for people, fish, and wildlife.

The Service helps Americans conserve and enjoy the outdoors.

3. Signature Assistant Director External Affairs	Date
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4. Signature of Assistant Secretary – FNP (required if over \$10,000.00 dollars)	Date
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# Exhibit Production Authorization Request

## INTRODUCTION

Completion of form DI-552 (Exhibit Production Authorization Request) is the first step in obtaining Departmental approval for the construction or purchase of an exhibit structure. Failure to submit a DI-552, and obtaining authorization prior to beginning an audiovisual project is in violation of the Departmental Manual.

## INSTRUCTIONS

### Section A - Project

1. Subject of Exhibit. Check appropriate block for stock purchase or custom production.
2. through 8. Self explanatory.
9. How will project be financed? Include appropriation account number.

### Section B - Cost Estimates

10. Estimated Project Costs - Estimate the entire cost of producing the exhibit. Include all applicable categories for contractor costs only.

### Section C - Approvals

Obtain bureau approvals. Forward to the Office of Communications, Office of the Secretary for further review.

<b>SECTION A PROJECT</b>	To: Director Office of Communications Office of the Secretary	Requesting Office	Date Submitted	
	Name of Contact & Title	Signature	Phone  Fax	
	1. Subject of Exhibit <input type="checkbox"/> stock purchase <input type="checkbox"/> custom production <i>Include sketch or concept drawing and all text on separate sheet(s).</i>	2. Number of Units	3. Audience (technical, general, school, etc.)	
	4. How many persons needed for set-up and break-down?	5. Number of modules in exhibit  Estimated weight in shipping containers	6. Shipping costs per 500 miles	7. Approximate Dimensions Width _____ Height _____ Depth _____
	8. Describe exhibit, show evidence and cost effectiveness analysis. Use additional sheet(s) if necessary.			9. How will exhibit be financed?
<b>SECTION B COST ESTIMATES</b>	10. Estimated Project Costs (Contractor Costs Only)			
	1. Planning/Design \$ _____	5. Audiovisual Components \$ _____ (DI-551 Required)		
	2. Construction Costs \$ _____	6. Other (specify) _____ \$ _____		
	3. Photographs \$ _____	_____ \$ _____		
	4. Typesetting Costs \$ _____	<b>TOTAL ESTIMATED COSTS \$ _____</b>		
<b>SECTION C APPROVALS</b>	BUREAU PUBLIC AFFAIRS DIRECTOR		BUREAU DIRECTOR	
	Date		Date	
	TO BE COMPLETED BY THE AUDIOVISUAL OFFICER OFFICE OF THE SECRETARY		TO BE COMPLETED BY THE DIRECTOR, OFFICE OF COMMUNICATIONS OFFICE OF THE SECRETARY	
	<input type="checkbox"/> Project Approved <input type="checkbox"/> Project approved with the following stipulation. _____ <input type="checkbox"/> Project Disapproved		<input type="checkbox"/> Project Approved <input type="checkbox"/> Project Disapproved <input type="checkbox"/> Comments	
	Signature	Date	Signature	Date

## INTRODUCTION

Completion of Form DI-551 (Audiovisual Request) is the first step in obtaining Departmental approval for a proposed audiovisual project. Upon completion of item numbers 1 through 19, the DI-551 is to be forwarded to the Director of Public Affairs for approval. Failure to submit a DI-551 and obtaining authorization prior to beginning an audio-visual project is in violation of the Department Manual.

### SPECIFIC INSTRUCTIONS

#### Section A — Project

##### ITEM

1. Title — Actual or working title of the production.
2. Medium — Examples: videotape, audiotape, sound-synchronized slide-tape, film, multimedia, etc.
3. Format — Examples: 3/4", VHS, Betacam, 1", 35mm, 16mm.
4. Running time — Actual length of the proposed production.
5. Total copies planned — Actual number of duplicate copies or prints required.
6. How financed — Include appropriation account number.

#### Section B — Cost Estimates

7. Total estimated cost — Estimate the entire cost of producing the product for the agency. Include all applicable categories for both contract services and staff efforts.

#### Section C — Justification/Distribution

8. Describe project briefly — Include proposed subject content, shooting or recording locations, use of stock footage, etc.
9. Describe primary audience. If there is a secondary audience, explain.
10. Describe distribution plan — Name type of audience (scientific, technical, students, visitors, etc.) to be reached by message. What method of distribution will be used?
11. Estimated life of product. How long will the information presented be current? Be specific.
12. Is this product suitable for the sale or rental through the Superintendent of Documents or the National Audio-Visual Center?
13. Cooperative effort — If cooperating entity is contributing staff and/or funding, state type and extent of support. Be specific.
14. SF-282 is the Mandatory Title Search. Give status.
15. Storage plan — Include storage location of master video or audio tape reels, film negatives, or original slide-show art when project is completed.

#### Section D — Approvals

Have appropriate officials sign.

#### Section E — Authorization

Signed by the Office of the Secretary, Office of Public Affairs.

**042 FW 1, Dedications and Special Events, Fish and Wildlife Service Manual:  
U.S. Fish and Wildlife Service**

**1.6 How do I obtain approval for a special event?**

**A.** For dedications and ceremonies of national significance, the responsible member of the Service Directorate will submit a request for approval to the Director, through the Assistant Director - External Affairs. The request will designate a coordinator for the proposed event and will include the justification, proposed date, location, and organizations and public officials to be involved.

**B.** Regional Directors may approve events of less than national interest. Advise the Assistant Director - External Affairs of events that may offer good speaking opportunities for the Director, Assistant Secretary, Secretary, or other officials.

**C.** The Assistant Director - External Affairs will advise the Director of any additional recommendations concerning proposed events, particularly with respect to the involvement by other Departmental or Executive Branch officials.

**D.** If you have any doubt as to the propriety of a proposed event or of any expenditure related to an event, consult the Office of the Solicitor.