



USAID
FROM THE AMERICAN PEOPLE

Subject Outlines/Codes: Information and Mass Communications

A Mandatory Reference for ADS Chapter 502

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INFORMATION AND MASS COMMUNICATIONS

Instructions: Material regarding dissemination of information on Agency operations; liaison with news media; arrangement of speaking engagements; clearance of speeches and articles for publication; preparation of periodic reports to the Congress; and dissemination of important news developments to Agency officials. Includes material regarding the application of audiovisual and other mass communication techniques in support of Agency technical assistance programs, both in the development of technical publications and other training materials, and of media for mass communications in cooperating countries.

Subject Files	File Classification	Description of Records
Information and Mass Communications	General	Material reflecting USAID information policy in the United States and in cooperating countries.
Audiovisual Material	INF 1	Material regarding techniques of production, utilization of available indigenous material, analysis of effectiveness of various media; design of emblems and letterheads; exhibits displayed publicly to explain or promote USAID objectives; publicity activities of USAID, and production and use of films. Case file where volume warrants.
Briefing Material	INF 2	Correspondence brief files prepared for the Administrator and/or Assistant Administrators; general briefing material prepared by overseas offices; reference files maintained by press officers.
Communications Resource Centers	INF 3	Information services project case files of Communications Resource Centers.
Inquiries, Transmittals, Acknowledgements	INF 4	Acknowledgements, requests for and transmittals of publications, photographs, literature, etc., either within USAID or to/from the public.
Press, Radio, and Television	INF 5	Correspondence and reports documenting the use of press, radio, and television in support of Agency programs in cooperating countries, and in disseminating information about the program to the public. Transcripts of press conferences held by major Agency officials. Case files of clippings of feature stories on USAID programs

Subject Files	File Classification	Description of Records
		or personalities. Home town news story releases on Agency personnel.
Public Information Programs	INF 6	Papers which document the establishment and conduct of programs to disseminate information to the populace of other countries, and such programs as Freedom Of Information, and Privacy Act; all correspondence, reports, policy, and other data relating to the above.
Publications	INF 7	Papers documenting development, clearance, and control of Agency information publications for general public consumption; programs to provide books and other publications to developing countries and to assist in developing and expanding local writing, printing, publishing, and distribution capabilities and resources.
Special Events	INF 8	Coverage of ceremonies, anniversaries, awards, and official social affairs, which involve the Administrator or high USAID officials, or include officials or guests from foreign countries. Speeches on the subject of foreign aid made by USAID officials to foreign or U.S. audiences.

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