



Department of Energy
Acquisition Regulation
002-03 (3/13/2002)

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ACQUISITION LETTER

This Acquisition Letter is issued under the authority of the Procurement Executives of DOE and NNSA.

Subject: Public Relations Requirements

References: Deputy Secretary Letter dated February 25, 2002

When is this Acquisition Letter (AL) Effective?

This AL is effective 10 business days from the date of issuance.

When does this AL Expire?

This AL remains in effect until superseded or canceled.

Who is the Point of Contact?

Contact Bob Webb of the Office of Procurement and Assistance Policy at (202) 586-8264, or via e-mail at robert.webb@hq.doe.gov

Visit our website at www.pr.doe.gov for information on Acquisition Letters and other policy issues.

What is the Purpose of this AL?

The purpose of this AL is to provide guidance regarding the processing of procurement requests for obtaining contractual services from public relations firms.

What is the Guidance?

Departmental elements may occasionally seek services from private sector public relations firms to assist in collecting and disseminating information about the Department's programs, missions and activities. Because the Office of Public Affairs represents the internal source for such matters, it is important that program offices coordinate with that office regarding the use of public relations firms in the conduct of their program activities. As necessary, the Office of Public Affairs will establish guidelines for the review and coordination of such activities.

- ☞ No contract action for the acquisition of public relations services may be initiated without coordination with the Headquarters Office of Public Affairs.
- ☞ Procurement request initiators for such services are responsible for obtaining the coordination prior to submission of a procurement request to the cognizant procurement office.
- ☞ National Nuclear Security Administration elements and field offices should coordinate through NA 3.5, Office of Congressional, Intergovernmental and Public Affairs.