

## INSTRUCTIONS FOR COMPLETING PUBLICATION PLANNING AND CLEARANCE FORM 615

This form is to be used for the production of any publication (as defines in the Public Affairs Management Manual). OASPA approval of this form is mandatory before print production may proceed. OASPA will determine, at the time of approval, whether or not the completion of the Publication Evaluation Form 615A will be required. For periodicals, this form (HHS 615) must be submitted annually to OASPA, during the first quarter of the fiscal year, and no later than December 15, to reflect any new costs.

1. Self-explanatory
2. Self-explanatory
3. (b) The term "Reprint" indicates that no changes are to be made to the existing publication.
4. If the target audience is "general public," the term "general public" is defined as an individual, group, or organization outside of the Department of HHS. Contractors, grantees, and intermediaries, whether funded or not funded by the Government, are considered to be "general public."
5. Self-explanatory
6. Examples might be: meetings, mail, exhibits, public publication racks, etc.
7. Do not include the number of recommended sales copies with the number your organization plans to print for free distribution.
8. If you cannot answer all the questions, seek help from your printing officer and postal representative.
9. Justification must include:
  - (a) Clear statement of purpose
  - (b) Evidence of need
  - (c) Clear statement of utility (how the recipient is expected to use the publication)
  - (d) Evidence that publication clearly supports a mandatory program, Departmental initiative, or public law.
  - (e) Evidence that publication is not duplicative of another public/private sector communication effort.
  - (f) Evidence that the publication is cost-effective and/or cost-beneficial.
  - (g) Justification for the number of free copies and justification as to why intended recipients cannot or should not be required to purchase copies.
10. Self-explanatory
11. Approvals normally will not be made for fiscal year funds not yet appropriated.
12. In-house production costs should be expressed in terms of salaries and benefits or portions of salaries and benefits.
13. Self-explanatory
14. Signatures of persons with approval authority only.

OFFICE OF THE ASSISTANT SECRETARY FOR PUBLIC AFFAIRS  
PUBLICATION PLANNING AND CLEARANCE REQUEST

SEE THE BACK OF THIS FORM FOR INSTRUCTIONS

NIH Publication No.

CSD REC'D

1. PUBLICATION TITLE

2. OP/DIV

AGENCY

PROGRAM OFFICE

CONTACT PERSON

TELEPHONE

ADMINISTRATIVE CODE

CATEGORY OF PUBLICATION:

3. a.  PAMPHLET       BOOKLET       PERIODICAL  
 BROCHURE       FLYER       POSTER  
 MANUAL       OTHER (*Explain*)

- b.  NEW       REPRINT       REVISION

*(if reprint or revision, attach a copy of latest printing)*

DATE OF ORIGINAL PRINTING

DATE OF LATEST PRINTING

- c.  SINGLE ISSUANCE       SERIES OR PART OF A SERIES

TOTAL NUMBER IN SERIES

FREQUENCY OF SERIES

- d. SPECIFICALLY DESCRIBED IN AND MANDATED BY LAW?       YES       NO

*If yes, cite the specific Public law and sections of that law*

4. TARGET AUDIENCES (*list all*)

5. TRANSLATION:       YES       NO      LANGUAGE

6. DISTRIBUTION METHODS (*describe*)

7. RECOMMENDATION FOR SALE VIA SUPERINTENDENT OF DOCUMENTS, GPO?       YES       NO

ESTIMATED NUMBER OF SALE COPIES

8. SPECIFICATIONS:

a. NUMBER OF COPIES      NUMBER OF DOUBLE-SPACED MANUSCRIPT PAGES

NUMBER OF PRINTED PAGES

OR, (if folded) NUMBER OF PANELS

b. TRIM SIZE

c. COVER:       SELF       SEPARATE

