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HANDBOOK 18: INFORMATION SERVICES

CHAPTER 13

POLICIES AND PROCEDURES

COMMUNICATIONS REVIEW BOARD

13A. Purpose and Scope

1. The purpose of the Communications Review Board CRB is:

- a. To assure that the publications and audio-visual materials produced and financially supported by AID are necessary and support the Agency's priorities in programming and communications.
- b. To evaluate the proposed methods for production and distribution of publications and audio-visual materials for cost effectiveness.
- c. To eliminate duplication and waste in publications and audio-visual materials.
- d. To conduct an annual review of all periodicals to determine if the items are still essential to the Agency and in conformance with its policies. This review will include items previously approved by the Board.
- e. To establish controls which ensure that all publications and audio-visuals are being cleared by the CRB.
- f. To establish evaluation criteria for the CRB and to meet at least once a month and review submissions.
- g. To prepare an annual report for the Administrator and the Office of Management and Budget.

2. Scope of the CRB

The CRB will review:

- a. All periodicals, brochures, and/or pamphlets and audio-visual productions (except the exemptions noted herein) when any of these items requires the obligation or expenditure of AID funds.
- b. Requests for additional printing or reprints of any publication and audio-visual production.
- c. Proposals for the purchase of 10 or more copies of a commercially produced audio-visual production for Agency use;

proposals to purchase a publication produced outside the Agency when the quantity is over 150, and when the total expenditure of the purchase exceeds \$1,000.

d. Any request for production of a display or exhibit for the Agency. Additionally, the CRB:

a. Will establish "control points" within the Agency and hold the respective offices accountable for determining that CRB clearance was obtained. Further, information on control processes can be obtained from the Executive Director of the CRB.

b. Will be informed of any proposed purchase of print and audio-visual production related equipment by the appropriate AID/W Bureau or Office.

c. Will suggest Agency-wide management studies which could contribute to cost savings in any phase of production and distribution of a communications product.

d. May establish graphic and printing formats for final reports and technical papers.

13B. Exemptions to CRB Review are:

1. Management Materials as follows:

Directives and Regulations  
Handbooks  
Implementing Guidebooks  
Notices Telephone and Services Directories  
Personnel Listings  
Alphabetical Employee List Locator Reports  
Position AOSC List  
Staffing Patterns and Related Personnel Reports  
Recruitment Directives  
Vacancy Announcements  
Small Business Circulars  
Requests for Bid (RFBs) FM Financial Reports  
Correspondence  
Computer Tapes and Discs  
Information Resources Management Forms  
Inspector General Publications

2. Congressional Requirements

Statements/Testimony  
Notifications of Program Change  
Requested or Legislatively Required Reports  
Congressional Record Reviews  
Briefing Books  
Current Summaries or Reviews of Legislation Affecting AID

3. Project Documents: (When the combined quantities for all printing runs do not exceed 150 copies)

- Technical Assistance Papers
- Project Identification Documents (PIDs)
- Project Papers and Annexes (PPs)
- Grant Proposals
- Evaluation Reports
- Project Implementation Orders (PIO/Ts, PIO/Ps, PIO/Cs)

4. Program Documents:

- Country Development Strategy Statements (CDSSs)
- Annual Budget Submissions (ABSs), and related internal management/budget reports
- Small Program Statements (SPSSs)
- Mission Operating Budgets (MOBs)
- Policy Determinations (PDs)
- Congressional Presentations (CPs)
- Regional Strategy Documents (RSDs)

5. Public Affairs Issuances:

- Daily Press Clips
- Weekly Clipping Logs
- Press Releases
- Speeches
- Microfilms
- Individual Slides for Speakers
- Individual Overhead Transparencies for Speakers

6. Publications and other communications' products produced under host-country contracts, provided that the total publications' cost is under \$5,000.
7. Publications and other communications products produced under grants or contracts with PVOs or international multilateral organizations where the project objectives are multipurpose, and where no more than 10% of AID's contribution to the total budget results in a communications product.
8. Publications and other communications' products produced from Mission operating expense funds to explain AID's program, provided that the total publications' cost is under \$5,000.
9. Publications or communications products produced incidental to or as one of a set of end products to field-implemented economic development projects, e.g., no more than 10% of AID's contribution to the total budget results in a communications product.

13C. Procedures:

1. All proposed publications or communications' products (except those described in 13B) must be submitted to the CRB for consideration when they are in the concept stage and prior to any

obligation or expenditure of funds. Fifteen (15) copies of the request are to be submitted to the Executive Director of the CRB on the approved form Request for Approval: Communications Product ten (10) days prior to the next meeting. The request must be signed by requesting official, the Office Head and the Assistant Administrator or Acting Assistant Administrator of the Bureau. AA approval signifies that the proposal is essential to Agency objectives, reflects the goals and priorities of the Agency and is in conformity with Agency policies.

2. The Request for Approval must include the following information: the need for the item, the intended audience; proposed content; estimated cost (direct and indirect); distribution and production plans, evaluation of products effectiveness, projected shelf life of the product; how the demand is or is not being met by other activities; whether the AID logo and disclaimer will be displayed; how the cost might be passed on to the use; justification for the desired format; and alternative formats that have been considered.

The Chairman of the CRB will assign oversight responsibility to a member of the CRB who will ascertain that: a genuine need for the communications' product exists; the proposed timeframe and cost estimates are valid and complete; the method of production is most efficient; evaluation plans are included in the proposal; previous audits and evaluations are reviewed on publications similar in nature to the request; and the external audience is targeted correctly.

3. An official of the requesting office will orally present the request at a CRB meeting. After all requests are presented, the CRB will discuss the request prior to the CRB vote. All presenters re notified of the CRB's decision in writing within 24 hours.

In the case of disapproval by the CRB, the Assistant Administrator of the cognizant Bureau may appeal to the Chairman of the CRB. If the Assistant Administrator and the CRB Chairman cannot resolve the issue satisfactorily, the CRB decision may be appealed to the Assistant Administrator of the Office of External Affairs, the Deputy Administrator and finally the Administrator for a final decision. The requesting office may not procure, produce or obligate funds to procure, produce the communications' product prior to obtaining final approval of the request.

4. A user fee mechanism has been established by the Bureau for Management. If the CRB determines that a user fee is appropriate for a particular publication, the Chairman or his/her designee will work with the respective Bureau or Office on the specifics. User fee details will vary on a case by case basis.

5. The CRB has the authority to require that a disclaimer noting that a communications' product does not necessarily reflect the views of AID be included on all communications' products funded by AID.

13D. CRB Organization

1. The CRB was first established by the Administrator on October 24, 1978 and reorganized in April, 1981.
2. The CRB shall be composed of a Chairman and no more than nine voting members with appropriate representation from the Bureaus and Offices of the Agency. Five voting members will constitute a quorum.
3. The Rules and Procedures as revised are effective May 1, 1986.

13E. Definitions

1. "Public" -refers to any designated grouping of people; can be professional or lay, employee or non-employee, stateside or overseas.
2. "Publication" -a generic term used to describe printed media such as periodicals, magazines, journals, brochures, pamphlets: may include other printed media forms, e.g., wall charts and posters.
3. "Periodical" -refers to a printed document which has an established mailing list of "publics" and which is mailed at least twice a year and more commonly monthly or quarterly.
4. "Brochure and Pamphlet" -the words are used interchangeably although "pamphlet" should be used when referring to a printed document of few pages and "brochure" for a document with several or many pages; both words refer to documents which are produced, distributed through a variety of means and may become extinct or receive periodic updating and subsequent reprinting for further distribution.

13F. User Charges for AID Publications

1. Policy

In compliance with OMB Circular A-25, as amended, it is Agency policy to recover direct costs for production and distribution of Agency publications by charging a user fee to non-Governmental recipients.

a. Exemptions to this policy may be granted by the Communications Review Board when specifically justified under one or more of the following:

- (1) Furnishing the publication without charge is an appropriate courtesy to a foreign government or international organization;
- (2) The recipient is engaged in a nonprofit activity designed for the public safety, health, or welfare; or

(3) Payment of the fee by a State, local government, or nonprofit group would not be in the interest of the program.

b. When an AID-financed contractor requires a publication designated for user fees for satisfactory compliance with the contract, the minimum number of copies will be provided as Government-furnished property without charge. However, if additional copies are requested for the personal or professional use of the contractor, the user fee will apply.

## 2. Procedures and Responsibilities -Decisions Regarding User Fees

a. As a part of its normal reviews (13A1d, 13C1 and 13C2), the CRB will identify publications which appear to be suitable candidates for imposition of user fees for secondary distribution. Using a form AID 830-3 (Attachment B), the CRB will request comments and recommendations from the office or bureaus responsible for the publication as to whether or not a user fee should be charged.

b. The responsible office or bureau will identify the intended audience(s) for primary distribution and the anticipated audience(s) for secondary distribution, and will make specific recommendations as to whether or not a user fee should be imposed for each audience. Reasons must be given for such recommendations and may or may not include the exemptions cited in 13F1. When a proposed publication is submitted to the CRB for approval in compliance with 13C2, a completed form AID 830-3 should be attached to the Request for Approval (form AID 830-2) if the developing office feels that a user fee would be appropriate.

c. When the recommendations of the responsible office or bureau are received, the CRB will make a determination. If the decision is negative, no further action is required. If the CRB determines that a user fee should be charged, it will forward the form AID 830-3 to the Publications Management Division (M/SER/MO/PM) for action.

d. In the case of Management Materials (13B.a) which are exempt from CRB review, responsibility for review and determination with regard to the imposition of user fees shall rest with the Assistant to the Administrator for Management (AA/M), or his designee.

## 3. Procedures and Responsibilities -Implementation

a. The CRB will inform the responsible office or bureau of its decision to impose a user fee, and will direct that all requests for the publications are to be referred to the AID Distribution Branch (M/SER/MO/PM/D) as the sole source for distribution of the publications. (NOTE: If the publication has not been printed by or through M/SER/MO/PM (e.g., those covered by 13CI), all copies available for secondary distribution must be turned over to M/SER/MO/PM/D to establish a stock level.)

b. Upon receipt of an approved form AID 830-3\* from the CRB or AA/M (or his designee), M/SER/MO/PM will compute the fees to be charged and will implement the fee structure for secondary distribution of the publication.

(1) User fees should include a proportionate share of the production costs whether in-house or by contract (including typography, printing, binding, professional graphics services and overhead costs such as personnel salaries and benefits, rent and utilities, equipment maintenance and depreciation, and supplies), distribution and handling costs, and postage. (In AID, all of these costs are normally associated with M/SER/MO/PM.)

(2) Since it is assumed that all AID publications are published to support specific Agency programs or objectives (i.e., primary distribution), developmental costs (research, writing, preparation of manuscripts and rough art work, and related staff costs) should be excluded from user fees for secondary distribution.

c. M/SER/MO/PM/D will be responsible for receiving and accounting for all user fees, and for delivering them to M/FM for transmission to the U.S. Treasury as miscellaneous receipts.

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\*Attachment B, Form AID 830-3, "Proposal to Charge User Fees for  
An AID Publication"  
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4. Quarterly Activity Report. As of the last day of each fiscal quarter, the distribution Branch will prepare a consolidated report listing each publication for which a user fee is assessed to reflect all transactions during the quarter, including: number of copies distributed (both User Fee, and No Fee), receipts collected, and number of copies remaining in stock. Copies of the report will be furnished to the CRB and to M/SER/MO for monitoring purposes, and to assist the CRB in determination concerning reprints and quantities to be printed of similar publications

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Attachment 13A

Form AID 830-2 (8-83)  
Request for Approval: Communications Product



## ATTACHMENT - A

## COMMUNICATIONS REVIEW BOARD

## REQUEST FOR APPROVAL: COMMUNICATIONS PRODUCT

Title	ES Control Number
Author	Proposed Production Date

## PROPOSAL SUBMITTED BY

Typed Name	Telephone Number	Room Number
Signature	Office Symbol	Date

## OFFICE HEAD APPROVAL

Typed Name	Telephone Number	Room Number
Signature	Office Symbol	Date

## ASSISTANT ADMINISTRATOR/DEPUTY ASSISTANT ADMINISTRATOR APPROVAL

Typed Name	Telephone Number	Room Number
Signature	Office Symbol	Date

## I. GENERAL IDENTIFICATION (Nature of Proposed Action)

A. 'X' appropriate boxes

NEW COMMUNICATIONS PRODUCT     REPRINT     RESUBMISSION     YEAR STARTED \_\_\_\_\_

Audio-visual Production

VIDEOTAPE     16MM FILM     OTHER (specify) \_\_\_\_\_

Printed Media

ONE TIME PUBLICATION     SERIES (specify frequency: e.g., annually, quarterly, etc.) \_\_\_\_\_

B. Is this proposal an integral part of a larger project?     YES     NO

Describe the larger project and the relationship of this part:

C. Authorization Status (e.g., within approval project, existing contract, new publication, etc.)

D. Funding Status (e.g., funds obligated, ad-hoc, new purchase order, etc.)

E. Program Funds (specify account)	Operating Expenses
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F. Authority - Indicate whether the publication is required by

STATUTE OR LAW     JUDICIAL DIRECTION

AGENCY REGULATION     DEEMED ESSENTIAL BY THE OFFICE

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II. NEED IDENTIFICATION

A. How does the communications product fit into the Agency's programmatic or communications objectives/priorities?

B. What is the primary audience in terms of number, location, occupation? Also, divide your primary audience into sub-groups and size of each, on a percentage figure of distribution.

C. Is there evidence of demand from these audiences?  YES  NO  
To what extent is this demand being met by other agency/donor activities?

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III. CONTENT

A. Give a brief overview of the content and state how long this message will remain current.

B. How is the content consistent with current AID policy?

IV. PRODUCTION ECONOMIES

A. Describe your distribution plans, including alternative plans considered and rejected (e.g., seminar, mailing list, postcard, overseas, domestic, etc.). If mailing list, explain how it is maintained, periodic purging, etc.

B. Have you sought editorial and production style assistance from the Office of Public Affairs?

YES

NO

C. Will the final editorial and production talents be provided by

YOUR OFFICE

OFFICE OF PUBLIC AFFAIRS

SERIMO/PUM

OUTSIDE CONTRACTOR (include fee/price listed)

Provide cost analysis on desired production methods

D. Will the AID logo and/or an appropriate disclaimer be displayed?

YES

NO

V. COSTS

A. Direct costs (editorial services, artwork services, typesetting, printing, mailing/handling, etc.)

B. Indirect costs (i.e., AID staff dollar equivalents for person hours to research, etc.)

C. Unit costs (add both direct and indirect costs and divide by total number of copies in a year)

D. Total annual costs

E. To what extent can the costs of this proposal be passed on (subscriptions, etc.) to the end user. Also indicate if any receipts have been received from this publication.

F. Cost verification if in-house by SERIMO

Typed Name

Signature

Date

VI. EVALUATION

What evaluation of this product has been undertaken or what plans are there to evaluate the effectiveness of the proposed communications product? If... previous publication deliveries of similar material to Missions conformed to delivery dates?

Action Taken

APPROVAL

DISAPPROVAL

Sample Attached

YES

NO

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Attachment 13B

Form AID 830-3 (9-84)  
Proposal for Charge User Fees for an AID Publication

ATTACHMENT-B

COMMUNICATIONS REVIEW BOARD

**PROPOSAL TO CHARGE USER FEES FOR AN AID PUBLICATION**

*In accordance with OMB Circular A-25, it is Agency policy to recover a proportionate share of the direct costs for printing and distribution of Agency publications by charging a user fee to non-Governmental recipients. Exceptions to this policy may be granted by the Communications Review Board (CRB) when specifically justified under one or more of the conditions described in Section 13F of Chapter 13, Part III, AID Handbook 18.*

Title		ES Control Number
Quantity Printed	Initial Distribution (no fee required)	Secondary Distribution

I. RECOMMENDATION BY RESPONSIBLE OFFICE AND BUREAU

A. Principal Audience (form AID 830-2, if B.)

B. Anticipated Audience(s) for Secondary Distribution

C. A User Fee  should  should not be charged. State reasons. If some audiences should be charged and others not, identify each, and explain reasons for this recommendation.

OFFICE HEAD RECOMMENDATION

Typed Name	Telephone Number	Room Number
Signature	Office Symbol	Date

ASSISTANT ADMINISTRATOR/DEPUTY ASSISTANT ADMINISTRATOR RECOMMENDATION

Typed Name	Telephone Number	Room Number
Signature	Office Symbol	Date

II. DETERMINATION BY COMMUNICATIONS REVIEW BOARD

A User Fee  will  will not be charged for this publication. Exemptions, if any, are:

Signature	Date
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AID 830-3 (9-64)