

Reclamation Manual

Directives and Standards

Subject:	Paid Advertising
Purpose:	Prescribes requirements and responsibilities for use of paid advertising by the Bureau of Reclamation. The benefit of this Directive and Standard is that it aligns Reclamation procedures with requirements in the Departmental Manual.
Authority:	470 DM 1.1.E.
Approving Official:	Deputy Commissioner - External and Intergovernmental Affairs
Contact:	Chief, Public Affairs, 92-40000

1. **Scope.** This Directive and Standard applies to all advertising proposed for purchase by the Bureau of Reclamation, whether in print (newspapers, magazines, conference publications), broadcast (radio, television, films), billboards, or any other medium.
2. **Statement of Departmental Policy.** It is not the general policy of the Department of the Interior, including Reclamation, to use paid advertising in any medium in connection with its programs and activities, except where special legal requirements and authority exist.
3. **Procedure.** In the event that any office believes paid advertising is necessary because of the significant benefits it affords in enhancing public participation, prior approval must be obtained from the Chief, Public Affairs, Office of the Commissioner.
 - A. Requests for approval will be submitted to the Chief, Public Affairs, through the regional public affairs officer, or directly to the Chief, Public Affairs, if request is being submitted by Denver or Washington Offices.
 - B. Procurement offices will not award a purchase order for paid advertising without written approval of the Chief, Public Affairs.
 - C. Government purchase cards may not be used for the purchase of paid advertising without written approval of the Chief, Public Affairs.
 - D. No paid advertising will be approved or authorized without strong justification that supports a critical program or activity.
 - E. The Chief, Public Affairs, will determine if further review is required by the Department of the Interior, Office of Communications.