

Requirements for Contracting with Public Relations Firms



Guiding Principles

- **Be Aware of Requirement**
- **Ensure Coordination**

Overview

This section discusses the Department of Energy's procedures when obtaining contractual services from public relations firms.

Background

The Office of Public Affairs is responsible for collecting and disseminating information about the Department's programs, missions, and activities. The Office of Public Affairs establishes guidelines for the review and coordination of activities for that mission. These activities include coordination on contacts to public relations firms that assist program offices in collecting and disseminating information.

Current Requirements

The Office of Public Affairs has requested that no DOE contract action for the acquisition of public relations or communications services be initiated without coordination with the Headquarters Office of Public Affairs, PA-40. National Nuclear Security Administration offices should coordinate through NA-3.5, Office of Congressional, Intergovernmental and Public Affairs. The procurement request initiator is responsible for this coordination prior to submitting the procurement request to the cognizant procurement office. Contracting Officers should not process any requirement for public relations or communications services without the consent of the Office of Public Affairs. Requests received without said consent should be returned to the initiator for action. Communications services is not intended to encompass contracts for telephone service.