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

NIF	l Publication No.			CSD REC'D					
1.	PUBLICATION TITLE								
2.	OP/DIV	AGENCY	PROGRAM OFFICE						
	CONTACT PERSON								
	ADMINISTRATIVE CODE								
	CATEGORY OF PUBLICATION:								
3.	a. PAMPHLET		☐ PERIODICAL						
Э.	□ BROCHURE	☐ FLYER	□ POSTER						
	☐ MANUAL	☐ OTHER (Explain)	- 1 OOTEN						
	b. NEW REPR								
		tach a copy of latest printing)							
	DATE OF ORIGINAL PR		F LATEST PRINTING						
	c. SINGLE ISSUANCE	☐ SERIES OR PART O							
	TOTAL NUMBER IN SE		NCY 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)								
	1.	,							
7.	RECOMMENDATION FOR SA	LE VIA SUPERINTENDENT OF	DOCUMENTS, GPO? YES	□ NO					
	ESTIMATED NUMBER OF SA		. —	_					
8.	SPECIFICATIONS:								
	a. NUMBER OF COPIES	NUMBER OF DOUBLE	-SPACED MANUSCRIPT PAGES						
	NUMBER OF PRINTED I		IUMBER OF PANELS						
	b. TRIM SIZE	,							
	c. COVER: SELF	☐ SEPARATE							

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	d.	PAPER STOCK AND WEIGHT:		COVER		TEXT					
	e.	NO. OF INK COLORS									
	f.	SELF-MA	ILER?	☐ YES	□ NO						
	g.	ILLUSTR		☐ HALFT		☐ DUOTONES	☐ TABLES				
	h.	MAIL:	☐ FIRST	CLASS	□ T !	HIRD CLASS	☐ FOURTH CLAS	SS			
		PIECE RA	ATE@\$	EACH C	OR BULK RA	TE @ \$	OTHER				
9.	JUS	ISTIFICATION (see instructions and use page 3 or a separate sheet of paper)									
10.	PRO	ROPOSED PUBLICATION DATE									
11.	PUE	UBLICATION PRODUCTION, PRINTING, AND DISTRIBUTION COSTS WILL BE CHARGE TO FISCAL YEAR									
		APPROPRIATE CODE									
12.	PRO	DUCTION	COSTS:				IN-HOUSE	PROCURED			
	a.	RESEARCH, WRITING, EDITING									
	b.	GRAPHICS									
	c.	PHOTOGRAPHY									
	d.	COMPOSITION (typesetting)									
	e.	PRINTING									
	f.	MAILING									
	g.	OTHER DISTRIBUTION/PROMOTION									
		TOTALS									
			GRAND	TOTAL				_			
			UNIT CO	STS		_					
13.	COI	CONTRACT JUSTIFICATION: Attach the OASPA-approved request for contract and scope of work									
14.	APF	PROVALS:									
				TITLE			SIGNATURE	DATE			
	AGI	AGENCY									
	OP/	OP/DIV									
	OASPA										
	OAS	OASPA: EVALUATION FORM 615A REQUIRED? YES NO									
	A signed copy of this form must be submitted with the Printing Requisition. Printing Officers will not accept requests for composition and/or printing unless accompanied by an OASPA-approved form HHS-615.										