

Contracting with Public Relations Firms



Guiding Principles

- Be aware of the requirement to coordinate all public relations contracts with OPA.
- Be aware of cost principles in FAR 31.2.

[Reference: [FAR 31.205-1](#)]

1.0 Summary of Latest Changes

This update includes minor administrative changes.

2.0 Discussion

2.1 Overview. This chapter supplements other more primary acquisition regulations and policies contained in the reference above and should be considered in the context of that reference. It also discusses the Department of Energy's procedures when obtaining contractual services from public relations firms. "Public relations" means all functions and activities dedicated to-

- (1) Maintaining, protecting, and enhancing the image of a concern or its products; or
- (2) Maintaining or promoting reciprocal understanding and favorable relations with the public at large, or any segment of the public. The term public relations include activities associated with areas such as advertising, customer relations, etc.

2.2 Background. The Office of Public Affairs (OPA) is responsible for collecting and disseminating information about the Department's programs, missions, and activities. The OPA 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.

2.3 Current Requirements. OPA 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-1, or Public Information (PA-40). National Nuclear Security Administration offices should coordinate through NA-3.5, [Office of Congressional, Intergovernmental and External 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 are not intended to encompass contracts for telephone service.