



N.C. DHHS Public Affairs PA-2 Review

Instructions: Materials must be approved and signed off by appropriate supervisor(s) before being sent to Public Affairs. Please use the adjacent checklist as you complete this process. Complete and email this form to Public Affairs with the electronic text (preferred in Word), artwork/graphics, graphs, tables and proposed layout (if any). Public Affairs must approve text/content before the project is sent to Graphics or other production shop. Public Affairs must also approve the final version **before** production if the design has been done by an outside graphic vendor. **See page 2 for further instructions, a list of what must be reviewed and image use guidance.**

Division/Section/Program (Complete entire section. Checklist must be complete to continue review process.)

Project Details:

Initiation date: _____ Project completion deadline: _____

Division/Section/Program: _____

Contact person _____

Phone _____ Fax _____

Project title: _____

Description of project: _____

Specific audience _____

Budget (*estimated* cost, not budget code): _____

Foreign Language Translation and Review

Translated materials require english approval prior to translation and an additional PA-2 form. Please complete the N.C. DHHS Public Affairs PA-2 Review for Translated Materials form. Before submitting your translated materials to Public Affairs, make sure your PA-2 form documenting english approval is attached.

Material approved by:

Program head/Section chief: _____ Date _____

Division director or designee: _____ Date _____

- This is a:** New publication
 Revised publication Reprint
 Externally published material(s)
 imprint needed
 Promotional incentive(s)
 imprint needed

Other (specify) _____

Note: Promotional incentives with imprinting require completion of an additional checklist.

Material will be:

- Printed _____ copies (qty.)
 Posted to the web
 Other _____
 Distributed at no cost Sold

Stylebook(s) used:

AP Other _____

Project details complete: Yes

Content Submitted: Electronically N/A

Signed Photo Consents/Image Licensing Information Submitted: Yes N/A

Program Review and Approval: Yes

Division Review and Approval: Yes

Request assistance from Graphic Arts Unit: Yes

Public Affairs (Sign and complete checklist.)

English content approved by Public Affairs Office: _____ Date _____

Comments: _____

Program/Division Review and Approval confirmed: Yes

English Content Reviewed/Approved:
 Yes

Moved to Graphic Arts for scheduling:
 Yes N/A

Clearinghouse Request: Yes No

Graphic Arts Unit (Sign and complete checklist.)

Providing print estimates: Yes No

Design/layout approved: _____ Date _____

Public Affairs Review/Approval confirmed: Yes

Image Approval: Yes N/A

Design Approval: Yes

About the **N.C. DHHS Public Affairs PA-2 Review Form**

What has to be reviewed?

All of the following, whether produced in-house or by an outside vendor:

- Any **publications** (brochure, pamphlet, newsletter, booklet, book, report, manual, poster, sign, invitation or similar publication).
- **Logos**
- **Promotional incentives** (imprinted mugs, T-shirts, pencils, etc.) Promotional incentives with imprinting require completion of the Promotional Incentives Checklist. Please attach the completed checklist to your completed PA-2.
- **Websites and web materials** must also be reviewed.
- **Audiovisual presentations/multimedia/TV/radio presentations** for use outside the department (pre-production scripts and the produced presentations, before dissemination).
- **Public service announcements and ads** (audio, video, or print), and **media plans**.
- **English text for translation into another language:** Each DHHS Division/Office is responsible for contracting translation services for any document or publication requiring translation from English text to a foreign language. The Office of Public Affairs review will only include oversight that a qualified translator/service has been provided.
- **Reprints:** Materials for reprint (with NO changes) that have been reviewed and approved through the PA-2 process *within the last 12 months* **do not** need to be reviewed again by Public Affairs except for the tagline, cost statement and print date (can be done by email, without another PA-2). Older reprints and revised materials **do** require another PA-2 review; contact Public Affairs for guidance if revisions are minor.

When submitting publications that contain photographs and/or clipart, signed photograph consent forms and/or licensing agreement details must be included. For additional guidance regarding proper image use, please refer to <http://ncdhhs.gov/publicaffairs/graphics.htm>.

What does not have to be reviewed?

Forms and intra-agency and interagency communications, such as letters, memos, instructions, and agency training manuals. Forms requirements and quality assurance are handled on the division level. If you have any doubts, ask the Public Affairs Office (Telephone: 919-855-4840).

Completing Project Details:

Title: What is the working title of this material (e.g., the name on the cover)?

Description of Project: Brochure, newsletter, report, script, manual, logo, website, promotional item, video, ad, etc.

Specific Audience: who will be reading, viewing, hearing or using your material? Be as specific as possible, i.e., parents, teachers, physicians, social services or health department clients, school children, etc. *"Various or General Public" is not sufficient.*

Budget: How much money has been obligated to produce this item?

Project Completion Deadline: When does the finished product need to be received or posted to the web? Allow enough time for the material(s) to be edited at the division level, reviewed by the PAO, laid out by Graphic Arts, undergo final approval, and be produced or posted.

Style Book Used: *The Associated Press Stylebook* shall be the first choice for all HHS publications. *The Chicago Manual of Style* shall be used to answer questions not covered by the *AP Stylebook*.

Material Approved By: Those in the division or office who review and approve the material must sign and date this section. Material not reviewed by supervisors will not be reviewed by the PAO. The Public Affairs Office must review and approve your material before it is sent to Graphics or a production agency for design and layout.

Please indicate if publication will be distributed at no cost or sold.

Remember, **copyright laws** prohibit reproducing something already published without obtaining *written* permission from the publisher. Remember, it takes time to produce quality work. Allow adequate time for review when planning the project.

How many revisions are accepted after design/layout?

Content should be in its final state when submitted for Public Affairs review. Any content changes after initial design and layout are limited to minor text changes and/or policy/statutory changes. All design/layout revisions should be made after an initial design proof has been sent to you for review. If changes are requested once design/layout are complete, your project will be re-prioritized and will likely be delayed as a result.



DHHS Public Affairs Office Clearinghouse Request

Under G.S. 125-11, state agencies are required to transmit copies of all paper and digital publications to the North Carolina State Publications Clearinghouse at the Government & Heritage Library in Raleigh. DHHS Public Affairs is requesting that each public document adhere to these guidelines and submit the information below to the appropriate print vendor and client.

Does publication _____ qualify for Clearinghouse Submission?
(name of publication)

Yes - proceed to “**Course of Action**” section

No - you are finished with this document

A **publication** is any printed or digital document, including any report, directory, statistical compendium, bibliography, map, regulation, newsletter, pamphlet, brochure, periodical, bulletin, compilation, or register, regardless of whether the physical document is in paper, film, tape, disk, or any other format.

Eligible Publications

- Any publication prepared by a state agency or private organization, consultant, or research firm, under contract with or under the supervision of a state agency

Exempt Publications

- Administrative documents and training materials used within an agency
- Manuals and handbooks for internal use
- Appellate division reports and advance sheets
- Budget requests and contracts
- Activity announcements and calendars that will be out-of-date within three months
- News releases, radio, or television spots
- Meeting minutes and agendas
- Job announcements
- Forms
- The S.B.I. Investigative Bulletin
- Documents that are confidential pursuant to G.S. 120-17

Course of Action

Complete the checklist below to determine the course of action of the print vendor (preferred) or client.

- Is this publication for sale?
 - No - proceed to the next question
 - Yes - Print vendor to send **5** copies of this printed version to the DHHS Public Affairs Office
- Is this publication available for free in printed and digital form?
 - No - proceed to the next question
 - Yes - Print vendor to send **12** copies of the printed version to the DHHS Public Affairs Office
- Is this publication only available in digital form?
 - No - proceed to the next question
 - Yes - Graphics Arts Unit to email 1 copy of digital publication to linda.vines@dhhs.nc.gov
- Is this publication a promotional or informational ephemera?
 - No
 - Yes - Print vendor to send **12** copies of the printed version to the DHHS Public Affairs Office

DHHS Purchasing (Sign and complete checklist if printing.)

**Print vendor _____ is to send _____ printed copies of this publication to
DHHS Public Affairs Office: Attention Linda Vines, 2001 Mail Service Center , Raleigh NC 27699-2001**

_____ (Sign and date: DHHS Purchasing Official)