



PA-2 N.C. DHHS Public Affairs Review

Instructions: This is an interactive, electronic form. Materials must be approved and signed off by appropriate supervisor(s) before being sent to Public Affairs. 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. See page 2 for further instructions and a list of what must be reviewed.

Initiation date: _____

Division/Section/Program: _____

Contact person _____ Phone _____ Fax _____

Project title: _____

Description of project: _____

Specific audience: _____

Budget (estimated cost, not budget code): _____ Project completion deadline: _____

MATERIALS

This is a: New publication Revised publication Reprint Purchased material
 Other (specify) _____

Material will be: Printed _____ copies (qty) Posted on the web Other
 Distributed free of charge Sold

Style book(s) used: _____

Request for Assistance from Graphic Arts: I would like to speak with someone in Graphics.

MATERIAL APPROVED BY:

Program head/Section chief:	Date:
Division director/Other supervisor:	Date:

Public Affairs Review

1. English text approved by Public Affairs Office: _____ (date and signature)

Comments (not necessary but preferred):

2. Design reviewed by Public Affairs Office and/or Graphic Arts Unit: _____ (date and signature)

This material was not created by the Graphic Arts Unit : No Graphic Arts Unit signature is required.

Comments:

Foreign Language Translation and Review

1. Contractor or individual providing translated text _____

Note: Please send final electronic file or hard copy to your corresponding PIO.

Final Approval: I certify that the required changes have been made and the material is ready for production.

Signed: _____ Date: _____

About the **PA-2 N.C. DHHS Public Affairs 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 items** (imprinted mugs, T-shirts, pencils, etc.): include product specs, quantity, total cost and cost per item, design, and text) to be produced, printed or reprinted.
- **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 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.

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).

The Review and Approval Process Checklist

Division directors or office heads must ensure that publications and other materials originating within their areas of responsibility are factual, accurate, and conform to department and state policies. The following multilevel review process is used:

1. Review by program head, branch head or section chief for technical and factual accuracy.
2. Review by the division director (or designee) for content, style, and conformity to established standards.
3. Review by Public Affairs Office (PAO) (and Graphic Arts staff where appropriate) for overall style, readability, correct usage, design, and compliance with policy.
4. Materials not developed by our Graphic Arts staff are subject to changes and approval.

Project Description

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.

Publication Distributed Free or Sold: Cost statement must be included on printed publications distributed free of charge.

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.

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.