



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

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CIRCULAR NO. A-114

TO THE HEADS OF EXECUTIVE DEPARTMENTS AND ESTABLISHMENTS

Subject: Management of Federal Audiovisual Activities

1. Purpose: This circular prescribes policies and procedures for improving the management of Federal audiovisual activities.

2. Background: Federal audiovisual management has been the subject of much attention and criticism. Many articles have been written about Federal audiovisual activities, and common problems have been identified in several management reports. Problems frequently noted in the articles and reports include:

The uncontrolled proliferation of audiovisual activities within the Government.

Duplication of production efforts among agencies.

Poor utilization of Government facilities.

Lack of information on the volume and cost of Federal audiovisual productions.

At a meeting of the Cabinet on April 25, 1977, the President expressed his concern about the need to improve audiovisual management. This circular was developed to bring about the improvements sought by the President.

3. Supersession. This circular replaces Federal Management Notice 75-1, Use of Government Personnel in Audiovisual Productions and Federal Management Notice 75-2, Motion Picture Processing. These notices were published by the General Services Administration in the Federal Register on August 22, 1975 (40 FR 36842).

4. Definitions.

a. Agency: As used in this circular, agency means any department or independent establishment of the executive branch of the Federal Government.

b. Audiovisual Products: Material containing sound or visual imagery for conveying a message; refers to slide

sets, film strips, motion pictures, television (film, videotape and disc), audio recording (tape and disc), and mixed media (any combination of two or more media) productions.

c. **Audiovisual Services:** Those functions performed in the production, reproduction, utilization, broadcasting, distribution, and storage of audiovisual products. Included are such functions as scripting, photography, film processing, videotape transfer, sound recording and duplication, tape or film editing, audiovisual media depository and records center operations and support and maintenance of audiovisual equipment and facilities.

d. **Audiovisual Activities:** Resources used to provide an audiovisual service or produce an audiovisual product. Resources include equipment, facilities, personnel, supplies and accessories.

e. **Audiovisual Equipment:** Equipment used for the recording, production, reproduction, processing, distribution, or exhibiting of audiovisual products.

f. **Audiovisual Facility:** A building, or space within a building, owned or operated by the Government which houses either an audiovisual activity; audiovisual equipment or a capability to provide an audiovisual service. Space used to produce an audiovisual product with portable equipment shall be classified as an audiovisual facility for purposes of this circular.

5. **Exclusions.** This circular does not encompass:

a. Internal distribution of commercial entertainment productions (such as between theaters on military installations).

b. Audiovisual information collected exclusively for surveillance, reconnaissance, or intelligence purposes or equipment integrated in a reconnaissance collecting vehicle.

c. Photo-mechanical reproduction, cartography, X-rays, and microfilm/fiche production.

d. Programs produced by Voice of America.

(Should audiovisual information excluded under paragraphs a through c above be used in producing a subsequent product, that product will be subject to the provisions of the circular.)

6. Applicability and Scope. The circular applies to all agencies of the executive branch of the Federal Government.

7. Policies and Procedures.

a. Audiovisual products, where cost effective and otherwise appropriate, should be used by agencies as support tools for specific Government programs. Audiovisual products should not, however, be used as tools to promote an agency or to provide forums for agency opinions on broad subjects, without specific program reference. As a general rule:

(1) Agencies should not develop audiovisual products or lend their names to products used to influence pending legislation, promote sales of products, or promote the status of various industries.

(2) Audiovisual products dealing with history and art must educate or inform; not promote an agency's role in this area.

(3) Material produced for research or documentation must be limited to research or documentation; not the promotion of an agency's programs.

b. Heads of agencies shall be guided by the policies and procedures set forth in the circular and in the following attachments:

Attachment A - Management of Audiovisual Facilities and Equipment

Attachment B - Use of Government Personnel as Performers in Audiovisual Productions

Attachment C - In-house Processing of Motion Picture Film

Attachment D - Agency Reporting Requirements and Use of Centralized Audiovisual Management Services

Attachment E - Evaluation

Attachment F - Use of Contracts, Grants and
Cooperative Agreements

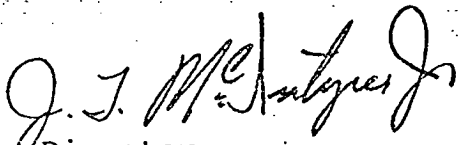
8. Responsibilities.

a. The head of each Federal agency is responsible for promulgating such regulations, controls, and review actions as necessary to implement the provisions of this circular. Each agency head shall also designate an office which will have responsibility for the management oversight of the agency's audiovisual activities.

b. The Federal Audiovisual Committee (an interagency committee established by the Administrator for Federal Procurement Policy, Office of Management and Budget) shall advise and assist in the formulation and development of subsequent audiovisual management policies.

9. Inquiries. Further information concerning this circular may be obtained by contacting:

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Director

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