

- B. Publishing command and mailing address.
- C. Printing arrangement:
 - 1. Government equipment.
 - 2. Government contract with commercial printer.
 - 3. CE contract with commercial publisher (provide name, mailing address, and phone number of commercial publisher).
- D. Frequency and number of issues per year.
- E. Number of copies printed and estimated readership.
- F. Paper size (metro, tabloid, or magazine format).

PART 248—DEPARTMENT OF DEFENSE PERIODICALS

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§ 248.1 Purpose.

This part established Department of Defense policies, criteria, and controls that govern the publication of DoD periodicals.

§ 248.2 Applicability and scope.

(a) The provisions of this part apply to the Office of the Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, and the Defense Agencies, hereafter referred to as "DoD Components."

(b) This Directive does not encompass Armed Forces newspapers and civilian enterprise publications as defined in 32 CFR part 202; manuals, pamphlets, directives, instructions, regulations, opinions, decisions, official notices, circulars, reports, internal information bulletins issued by a DoD Component headquarters; and primarily (75 percent or more) statistical materials.

§ 248.3 Definitions.

(a) Periodicals within the purview of this part are: Any classified or unclassified DoD magazine or newsletter-type

publication published at regular intervals, at least semiannually, for the purpose of disseminating information and material necessary to the issuing activity, with a continuing policy as to format, content, and purpose. Periodicals are nondirective in nature and are usually published to inform and motivate DoD personnel, increase their knowledge, or improve their performance.

(b) Classes of periodicals are:

(1) Class I: Total annual cost is \$20,000, or more.

(2) Class II: Total annual cost is less than \$20,000, but more than \$5,000.

(3) Class III: Total annual cost is \$5,000, or less.

(c) The term "DoD personnel" refers to military and civilian members of the DoD Components.

§ 248.4 Policy.

(a) *General.* (1) Each DoD Component proposing to publish a DoD periodical shall conduct an evaluation to determine whether or not the periodical should be established. The determination should be based on the following:

(i) The periodical must serve a clearly defined purpose in support of the mission of the publishing DoD Component.

(ii) The purpose to be served must justify the cost.

(iii) High standards of editorial quality, accuracy, and good taste must be maintained.

(iv) A periodical is the necessary medium of communication between the publishing activity and its intended readership.

(v) Equivalent periodicals serving the same, or substantially the same, purpose do not exist.

(vi) The potential readership can be specified clearly.

(vii) The periodical can be distributed efficiently and economically to the intended readership.

(viii) The nature, amount, and assured sources of information to be disseminated justify the format, production, specifications, and frequency of issue.

(ix) Adequate resources are available to produce the periodical.

Current or estimated costs are consistent with the periodical's objectives.

(x) The periodical has current applicability and is consonant with existing law and DoD policies.

(2) All personnel responsible for publishing DoD periodicals shall comply with the provisions of the current edition of the Government Printing and Binding Regulations¹ and OMB Circular No. A-3.²

(3) DoD periodicals shall not carry partisan political campaign articles, editorials, or advertisement.

(4) No appropriated or non-appropriated funds may be used to defray publishing costs of a non-DoD periodical published by a private firm, corporation, individual, or organization.

(5) DoD personnel may not be assigned to serve on the editorial, production, or business staffs of a non-DoD periodical that is published by a private firm, corporation, individual, or organization.

(6) Editors of DoD periodicals will conform to applicable regulations, laws involving libel and copyright, and postal regulations.

(7) Dissemination of DoD statistical information in any periodical shall comply with the provisions of DoD Directive 5000.20.³

(b) *Elimination of duplication.* (1) To eliminate duplication, periodicals dealing with common subject areas shall be published along DoD-wide functional lines, rather than individual Component lines.

(2) No DoD Component shall be required to contribute to a consolidated common-use periodical more of its resources than it expends in publishing a related single-Component periodical.

¹ Copies available from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

² Copies available from the Office of Management and Budget (Publications) New Executive Office building, 726 Jackson Place NW., Washington, DC 20503.

³ Filed as part of original. Copies may be obtained, if needed, from the U.S. Naval Publications and Forms Center, 5801 Tabor Avenue, Philadelphia, Pa. 19120. Attention: Code 301.

§ 248.5 Authorities and responsibilities.

(a) *The Assistant Secretary of Defense (Public Affairs)* shall:

(1) Establish, and ensure compliance with, supplemental policies, standards, and controls governing the publication of DoD periodicals.

(2) Evaluate the effectiveness of DoD Component policies, standards, and controls that relate to DoD periodicals, and effect such changes as may be warranted.

(3) Institute programs, in conjunction with the DoD Components, for the purpose of increasing the proficiency of editorial personnel in editorial writing, periodical production, management, and cost effectiveness.

(4) Establish a research resource to:

(i) Provide professional guidance to DoD Components in the conduct of mass communications research.

(ii) Evaluate completed research.

(iii) Coordinate periodical research within the DoD Components.

(5) In coordination with the DoD Components concerned, examine the apparent duplication of periodicals and direct the elimination of those found to be duplicative or of marginal value. (See § 248.4(b).)

(b) *The Head of each DoD Component* shall designate an office to monitor the Component's internal periodicals, and:

(1) Conduct a coordinated review of its standards for publication, distribution, evaluation, review and approval;

(2) Maintain a current inventory of its periodicals; and

(3) Submit such reports as may be required by the ASD(PA).

§ 248.6 Funding.

DoD periodicals will be financed within available appropriated or non-appropriated funds and will be produced as economically as possible, consistent with the need for efficient communication (See DoD Instruction 7041.3.⁴) Funding will be in accordance with established management practices of the DoD Component concerned.

⁴ See footnote 1 to § 248.4(a)(2).