

January 2006

# MEDIA CONTRACTS

## Activities and Financial Obligations for Seven Federal Departments



GAO

Accountability \* Integrity \* Reliability



Highlights of [GAO-06-305](#), a report to congressional requesters

### Why GAO Did This Study

The federal government contracts with public relations firms, advertising agencies, media organizations, and individual members of the media to provide, among other things, messages about its programs and services. As we have reported, there is a lack of accurate governmentwide information on these contracts.

Seven federal departments account for nearly all the obligated federal dollars for public relations and advertising activities in fiscal year 2003—Commerce, Defense, Health and Human Services, Homeland Security, Interior, Treasury, and Veterans Affairs.

GAO submitted a questionnaire to each of these seven departments to obtain information for fiscal year 2003 through the second quarter of fiscal year 2005 on (1) the number of contracts with public relations firms, advertising agencies, media organizations, and individual members of the media for which obligations have been incurred; (2) the total amount of contract obligations incurred on each contract by fiscal year; (3) the method by which the contract was awarded—competed, noncompeted, follow-on to competed action, or not available for competition; and (4) summaries of the purpose and scope of work to be performed under each contract.

[www.gao.gov/cgi-bin/getrpt?GAO-06-305](http://www.gao.gov/cgi-bin/getrpt?GAO-06-305).

To view the full product, including the scope and methodology, click on the link above. For more information, contact Paul Jones at (202) 512-8777 or [jonespl@gao.gov](mailto:jonespl@gao.gov).

## MEDIA CONTRACTS

### Activities and Financial Obligations for Seven Federal Departments

#### What GAO Found

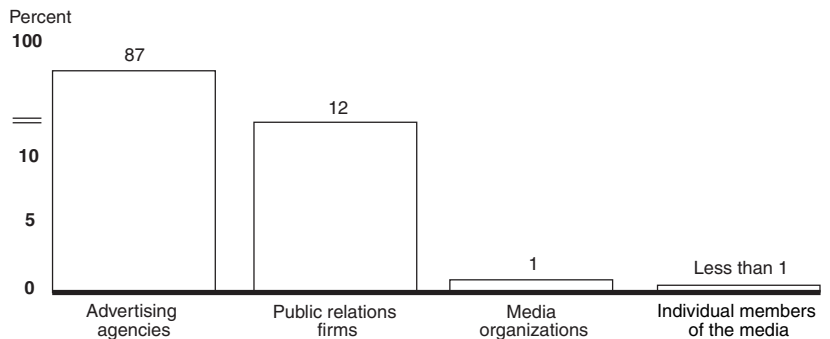
The departments reported a total of 343 media contracts, for which they incurred obligations of \$1.62 billion during the period of GAO’s review. Specifically, the departments reported 137 contracts (40 percent of the total contracts) with advertising agencies, 131 contracts (38 percent) with media organizations, 54 contracts (16 percent) with public relations firms, and 8 contracts (2 percent) with individual members of the media. For 13 contracts (4 percent), departments did not report on type of media firm.

The departments incurred obligations of \$1.4 billion with advertising agencies (87 percent of the obligations), \$197 million with public relations firms (12 percent), \$15 million (1 percent) with media organizations, and \$90,000 (less than 1 percent) with individual members of the media.

With respect to method of award, GAO provided aggregate data on the extent of competition for the surveyed contracts without assessing the validity of individual contract actions. Using the four competition categories in the Federal Procurement Data System, the departments reported that 263 (77 percent) of the media contracts were competed, 69 were not competed (20 percent), 7 were not available for competition (2 percent), and 4 were follow-ons to competed action (1 percent). These methods of award are permitted by various authorities. Competed awards accounted for \$1.5 billion (92 percent) of the total media obligations. The purpose and scope of the work described varied by department. For example, Homeland Security incurred financial obligations related to the nation’s readiness to respond to terrorist attacks.

The departments reviewed a draft of this report and generally concurred with GAO’s findings; technical comments were incorporated as appropriate.

**Contract Obligations by Type of Vendor for Fiscal Year 2003 through March 31, 2005**



Obligations	Advertising agencies	Public relations firms	Media organizations	Individual members of the media
	\$1,401,816,961	\$196,928,916	\$15,345,418	\$90,340

Totals do not equal 100% due to missing data

Source: GAO analysis of data submitted by departments

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January 13, 2006

Congressional Requesters:

The federal government uses the services of the media to, among other things, disseminate messages about its programs and services, ranging from first responder readiness against terrorist attacks, consumer health education, protection of the environment and wildlife, to military and civilian recruitment. To communicate these messages to the general public or particular target audiences, departments contract with media-related vendors—public relations firms, advertising agencies, media organizations,<sup>1</sup> and individual members of the media—for a wide range of services, including communication plans, marketing design strategies, public relations campaigns, public service announcements, and educational materials.

This report provides information on contracts by seven federal departments with media vendors during fiscal year 2003 through the second quarter of fiscal year 2005. The seven federal departments are Commerce (DOC), Defense (DOD), Health and Human Services (HHS), Homeland Security (DHS), Interior (DOI), Treasury, and Veterans Affairs (VA). The report provides the following information for these departments: (1) the number of contracts with public relations firms, advertising agencies, media organizations, and individual members of the media for which obligations<sup>2</sup> have been incurred; (2) the total amount of obligations incurred on each contract by fiscal year; (3) the method by which the contract was awarded—competed, noncompeted, follow-on to competed action, and not available for competition<sup>3</sup>—and (4) summaries of the purpose and scope of work to be performed under each contract.

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<sup>1</sup> These terms are defined in a glossary on page 4.

<sup>2</sup> Obligations refer to the dollar amounts of orders placed, contracts awarded, services received, and similar transactions during a given period that will require payments during the same or future periods.

<sup>3</sup> These terms are defined in a glossary on pages 4-5.

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On the basis of the 2003 Federal Procurement Data System (FPDS)<sup>4</sup>—the only available governmentwide contract procurement database—seven selected departments cumulatively accounted for nearly 100 percent of the total obligated federal dollars on two key media measures, public relations and advertising.

We collected the information presented in this report primarily through the use of a questionnaire. The questionnaire collected information related to each of our four objectives. In response to our questionnaire, we received information from each of the seven departments. We reviewed the information provided from the seven departments for inconsistencies, missing data, and inaccuracies (we found, for example, cases where reported obligations were inconsistent with contract dates, and where suffixes within contract numbers were incorrectly stated). We did not independently verify the questionnaire responses, but we contacted department respondents, on an as-needed basis, to clarify issues with respect to the questionnaire responses. Furthermore, it was beyond the scope of our review to assess whether agencies followed procurement regulations in awarding contracts. Additional detail on our scope and methodology is contained in appendix I. We conducted our work from May 2005 through November 2005 in accordance with generally accepted government auditing standards.

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## Results in Brief

The departments reported a total of 343 media contracts, for which they incurred obligations of \$1.62 billion, from fiscal year 2003 through the end of the second quarter, fiscal year 2005. The most contracts were with advertising agencies, the least with individual members of the media. Specifically, the departments reported 137 contracts (40 percent of the total contracts) with advertising agencies, 131 contracts (38 percent) with media organizations, 54 contracts (16 percent) with public relations firms, and 8 contracts (2 percent) with individual members of the media. For 13 contracts (4 percent), departments did not report information on type of media firm.

In terms of financial obligations, the departments incurred the highest financial obligations with advertising agencies, the least with individual

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<sup>4</sup>The Federal Procurement Data System is the central repository of statistical information on federal contracting. The General Services Administration is responsible for operating the system. At the time we selected departments for review, fiscal year 2003 was the latest year for which complete contracting information was available.

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members of the media. The departments incurred financial obligations of \$1.4 billion (87 percent of the total obligations) with advertising agencies, \$197 million (12 percent) with public relations firms, \$15 million (1 percent) with media organizations, and \$90,000 (less than 1 percent) with individual members of the media. The contract percentage distribution by type of firm and obligation was similar for all 3 years.

With respect to method of award, the departments reported that 263 (77 percent) media contracts were competed, 69 were not competed (20 percent), 7 were not available for competition (2 percent), and 4 were follow-ons to competed action (1 percent). These methods of award are permitted by various authorities. The departments also reported that competed awards accounted for \$1.5 billion of the total media obligations (92 percent), follow-ons to competed action accounted for \$73 million (5 percent of the obligations), noncompeted awards accounted for \$49 million (3 percent), and contracts not available for competition accounted for \$700,000 (less than 1 percent). The distribution of method of award by obligation amount was similar for all 3 years.

The purpose and scope of the work described varied by mission. For example, DOC incurred obligations related to census activities and boater safety; HHS incurred obligations for various types of health programs; DHS incurred contracts for the preparation and response to terrorist attacks and other emergencies; DOD and VA incurred obligations related to recruiting; DOI incurred obligations related to its park services, Indian affairs, and fish and wildlife; and Treasury incurred obligations related to tax communications and the sales and marketing of its coins. Several departments contracted for similar types of work activities, including the planning and implementation of awareness campaigns, creative advertising and placement, the design and marketing of consumer products and services, the production and placement of audiovisual support materials, the planning and implementation of communications strategies, and marketing to various target audiences.

Detailed information regarding our objectives is contained in a series of tables within the appendixes, as follows: Appendix II contains the combined results for all seven departments; appendixes III-IX contain department-specific results, including a listing of all media contracts by



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department entity.<sup>5</sup> We provided a draft of this report to the seven departments for comment. The departments generally concurred with the information provided in the report. We incorporated technical comments as appropriate from DOD, DHS, and DOI. In addition, we received formal comments from DOI, which are contained in appendix X.

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## Background

To clarify the terminology used in the questionnaire and report, we provide a glossary of key terms.

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## Glossary of Terms

### Types of firms:

- *Public relations firms* are primarily engaged in designing and implementing campaigns to promote the interest and image of their clients (includes lobbying and political or public relations consulting)
- *Advertising agencies* are primarily engaged in creating advertising campaigns and placing such advertisements in the media. These agencies are organized to provide a full range of services, including advice, creative services, account management, production of advertising material, and media planning and buying.
- *Media organizations* create content or acquire the right to distribute content through various outlets, such as radio, television, newspapers, and magazines, and provide that content to the public.

We use the term “primarily” in these above definitions, since public relations firms and advertising agencies may at times engage in work that varies somewhat from these definitions.

### Types of awards:

- *Competed*: when an agency uses full and open competition to fulfill a requirement, or when an agency uses a statutory exception to full and open competition but receives more than one offer.

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<sup>5</sup> In reviewing the contract obligation data for each of the three years, a blank will sometimes be indicated. This means that either there were no financial obligations incurred for that year, or the respondent did not know or did not report the obligations for that year.

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- *Not competed*: when an agency makes a sole-source award or uses a statutory exception to full and open competition but receives only one offer.
  - *Follow-on to competed action*: when an agency has authority to continue a previously competed contract.
  - *Not available for competition*: when there is no opportunity for competition (e.g., certain utilities contracts) or when a statute authorizes or requires contracting with a designated source (e.g., sole-source awards under the Small Disadvantaged Business Development program).

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## Agency Comments and Our Evaluation

We provided a draft of this report to the seven participating departments--DOC, DOD, HHS, DHS, DOI, Treasury, and VA. The departments generally concurred with the information provided in the report. We incorporated technical comments from DHS, DOD, and DOI.

One department, DOI, provided formal comments, which are contained in appendix X. DOI officials stated that they did not believe that certain contracts included in our report fall within our definitions of public relations firms, advertising agencies, and media organizations. Specifically,

- DOI does not believe the production of National Park Service visitor center materials, or certain training programs, falls within the scope of our review.
- DOI recommended that we clarify the purposes of contracts sought so as to make a determination as to whether these particular types of visitor center materials and training programs should be included in this report.
- DOI also stated that media efforts related to National Park Service visitor center films, multimedia presentations, and exhibits should not be included in the report as they do not, in DOI's view, fall within our definition of public relations firms, advertising agencies, and media organizations.

As part of our scope of work, we asked departments to provide *all* contracts with public relations firms, advertising agencies, media organizations, and individual members of the media, regardless of the type

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of activity conducted within these categories. We did not ask departments to limit the contracts they reported on to any specific types of activities.

In addition, DOI stated that we were particularly seeking information on contracts with parties who might be presenting government information without acknowledging its source. This was not the case. As stated above, we sought to obtain information on all contracts with public relations firms, advertising agencies, media organizations, and individual members of the media.

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As we agreed with your office, unless you publicly announce the contents of this report earlier, we plan no further distribution of it until 30 days from the date of this letter. We then plan to provide copies of this report to the Secretaries of each department. Copies of this report will also be made available to others upon request. In addition, this report will be available at no charge on GAO's Web site at <http://www.gao.gov>.

If you or your staff have any questions about this report, please contact me at (202) 512-4636 or [jonespl@gao.gov](mailto:jonespl@gao.gov). Contact points for our Offices of Congressional Relations and Public Affairs may be found on the last page of this report. GAO staff that made major contributions to this report are indicated in appendix XI.



Paul L. Jones  
Director, Homeland Security  
and Justice Issues

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*List of Requesters*

The Honorable Nancy Pelosi  
Democratic Leader  
House of Representatives

The Honorable Henry A. Waxman  
Ranking Minority Member  
Committee on Government Reform  
House of Representatives

The Honorable George Miller  
Ranking Minority Member  
Committee on Education and the Workforce  
House of Representatives

The Honorable David R. Obey  
Ranking Minority Member  
Committee on Appropriations  
House of Representatives

The Honorable Elijah E. Cummings  
Ranking Minority Member  
Subcommittee on Criminal Justice, Drug Policy  
and Human Resources  
Committee on Government Reform  
House of Representatives

The Honorable John D. Dingell  
Ranking Minority Member  
Committee on Energy and Commerce  
House of Representatives

The Honorable Louise McIntosh Slaughter  
Ranking Minority Member  
Committee on Rules  
House of Representatives

The Honorable Bennie G. Thompson  
Ranking Minority Member  
Committee on Homeland Security  
House of Representatives

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The Honorable Gary L. Ackerman  
Ranking Minority Member  
Subcommittee on the Middle East and Central Asia  
Committee on International Relations  
House of Representatives

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# Appendix I: Objectives, Scope, and Methodology

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On the basis of the 2003 FPDS reports, we selected for participation in our survey the seven departments that accounted for almost 100 percent of the federal obligated dollars for public relations and advertising activities. We used FPDS to select these departments because it (1) is the only governmentwide database of contract obligations and (2) provides contract information on public relations and advertising obligations. While we have reported that FPDS has limitations related to timely and accurate data,<sup>1</sup> it was sufficient for our purposes because our selection process did not require us to analyze departmental contract data with a high level of precision.

To ascertain department contracts and their obligations during fiscal years 2003-2005 (through the second quarter), we first researched the departments to determine their organizational structure and to identify all major department entities. In particular, we searched for entities containing media, public affairs, and public relations offices, as these offices may have been directly involved in media contract activities. We developed a questionnaire that covered the information in our objectives and distributed it by e-mail to a study coordinator within each of the seven departments. The coordinator, in collaboration with other knowledgeable individuals within the department, took responsibility for distributing the electronic questionnaire to entities within the department that we identified in our research, as well as other entities thought to have been involved in media contracting. If the coordinator did not distribute a questionnaire to one or more of the entities we identified, the coordinator was asked to provide an explanation. We did not independently verify that the department reached all entities involved in media contracting. Department entities were instructed to complete a separate questionnaire for each media contract for which obligations were incurred for fiscal years 2003-2005 (end of second quarter of 2005). In the event that an entity was not involved in any media contract obligations during this period, the screening portion of the returned questionnaire reflected that status. All completed entity questionnaires were submitted through the study coordinator to us. Additionally, in response to our questionnaire, DOD's Army Contracting Agency provided us—in lieu of the questionnaire

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<sup>1</sup> GAO, *Reliability of Federal Procurement Data*, [GAO-04-295R](#) (Washington, D.C.: Dec. 30, 2003); GAO, *Improvements Needed to the Federal Procurement Data System-Next Generation*, [GAO-05-960R](#) (Washington, D.C.: Sept. 27, 2005). The General Services Administration is working to correct problems in FPDS by developing a more rigorous process of agency certification of the accuracy and completeness of FPDS data.

itself—a data file containing contract information on domestic and international Army installations doing media-related work.

The information received was based upon self-report questionnaires. We did not independently review department contract files to ascertain the accuracy of the information provided. However, we took all appropriate means to ensure that the data entered into our computer system were entered accurately, that there was no inappropriate modification or deletion of the data, and that all computer processing performed was conducted in a reasonably accurate, complete, and consistent manner. This included verification of the data entry process and conducting internal logic checks of the information for inconsistencies, inappropriate reporting, and missing information. Where necessary, we followed up by contacting the respondent completing the questionnaire. All computer programs were double-checked, and all computer results were compared against the information provided in the accompanying tables. There are no known accurate governmentwide contract databases with which to compare questionnaire obligation responses. A draft of this report was submitted to each department for comment. Furthermore, it was beyond the scope of our review to assess whether agencies followed procurement regulations in awarding contracts. We conducted our work from May 2005 through November 2005 in accordance with generally accepted government auditing standards.

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# Appendix II: Contracts with the Media: Summary of Departments, Fiscal Years 2003-2005

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- For fiscal years 2003 through 2005 (through March 31, 2005), Commerce, Defense, Health and Human Services, Homeland Security, the Interior, the Treasury, and Veterans Affairs reported 343 media contracts, with obligations totaling about \$1.6 billion.
- As shown in table 1, the 343 media contracts consisted of 137 contracts with advertising agencies, with obligations of \$1,401,816,961; 54 contracts with public relations firms, with obligations of \$196,928,916; 131 contracts with media organizations, with obligations of \$15,345,418; and 8 contracts with individual members of the media, with obligations of \$90,340. For the remaining 13 media contracts (4 percent), departments did not provide information on the type of firm to which the contract was awarded.
- As shown in table 2, of the 343 contracts reported, a total of 263 contracts (77 percent) were competed, 69 (20 percent) were noncompeted, 7 (2 percent) were not available for competition, and 4 (1 percent) were follow-on to competed action.
- As shown in table 2, competed contracts had obligations of \$1,495,481,136 (92 percent), noncompeted contracts had obligations of \$49,293,524 (3 percent), not available for competition contracts had obligations of \$659,636 (less than 1 percent), and follow-on to competed action contracts had obligations of \$73,436,470 (5 percent).
- A more detailed description of the department contracts with media vendors is provided in the following department-specific appendixes.



**Appendix II: Contracts with the Media:  
Summary of Departments, Fiscal Years  
2003-2005**

**Table 1: Number of Contracts and Incurred Obligations, by Type of Firm, Fiscal Years 2003-2005 for All Seven Departments Combined**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$507,907,063	72	\$535,613,861	59	\$358,296,037	44	\$1,401,816,961	137
Public relations firm	104,092,030	30	44,096,624	37	48,740,362	18	196,928,916	54
Media organization	4,906,524	70	7,312,698	86	3,126,196	53	15,345,418	131
Individual member of the media	3,565	2	20,700	5	66,075	4	90,340	8
Missing firm data	917,912	6	1,910,099	10	1,861,020	4	4,689,031	13
<b>Total</b>	<b>\$617,827,094</b>	<b>180</b>	<b>\$588,953,982</b>	<b>197</b>	<b>\$412,089,690</b>	<b>124</b>	<b>\$1,618,870,766</b>	<b>343</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

**Table 2: Number of Contracts and Incurred Obligations, by Type of Award, for Fiscal Years 2003-2005 for All Seven Departments Combined**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Competed	\$561,299,366	132	\$565,443,846	143	\$368,737,924	91	1,495,481,136	263
Follow-on to competed action	51,894,232	2	5,631,194	3	15,911,044	2	73,436,470	4
Not competed	4,478,616	39	17,571,680	44	27,243,228	26	49,293,524	69
Not available for competition	154,880	7	307,262	7	197,494	5	659,636	7
<b>Total</b>	<b>\$617,827,094</b>	<b>180</b>	<b>\$588,953,982</b>	<b>197</b>	<b>\$412,089,690</b>	<b>125</b>	<b>\$1,618,870,766</b>	<b>343</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

# Appendix III: Contracts with the Media: Department of Commerce, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of Commerce reported 32 contracts with obligations totaling about \$21 million.
- As shown in table 3, the 32 contracts consisted of 10 contracts with public relations firms, with obligations of \$19,591,152; 20 contracts with media organizations, with obligations of \$1,733,650; and 2 contracts with advertising firms, with obligations of \$124,985. There were no reported contracts with individual members of the media.
- A more detailed description of the department's contracts with media vendors is provided in table 4.

**Table 3.: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of Commerce**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	0	0	\$124,985	2	0	0	\$124,985	2
Public relations firm	\$395,703	3	7,595,449	8	\$11,600,000	2	19,591,152	10
Media organization	554,690	7	703,872	14	475,088	9	1,733,650	20
Individual member of the media	0	0	0	0	0	0	0	0
Missing firm data	0	0	0	0	0	0	0	0
<b>Total</b>	<b>\$950,393</b>	<b>10</b>	<b>\$8,424,306</b>	<b>24</b>	<b>\$12,075,088</b>	<b>11</b>	<b>\$21,449,787</b>	<b>32</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

**Table 4: Media Contracts Reported by the Department of Commerce for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
BEA	Development of Strategic Communication Plan 2003—GS-23F-0117K	Develop an overall communications plan for the agency to help increase its profile among public data suppliers and users and create a consistent image for the organization.	Competed	Public relations firm	\$40,667	\$97,158	0	<b>\$137,825</b>
BEA	Improvements to Internal Web Site 2004—purchase card order	Provide support for the informal testing of the current bureau services intranet site and the proposed redesign of that site, including informal usability testing of the proposed redesign.	Competed	Public relations firm	0	\$5,000	0	<b>\$5,000</b>
BEA	Improvements to Organizational Newsletter 2004—purchase card order	Implement improvements to the bureau newsletter, including the provision of assistance and best solutions to enhance readership, revamp content, streamline the production process, and redesign the look.	Competed	Public relations firm	0	\$8,900	0	<b>\$8,900</b>
BEA	Support BEA's Annual Conference Exhibit Program 2004—GS23F0119P	Improve and support the bureau's annual conference exhibit program. This includes understanding how to conduct evaluations, identifying new booth designs and formats, acquiring updated exhibit components and equipment, performing logistics planning, and providing appropriate warehousing.	Competed	Public relations firm		\$80,200		<b>\$80,200</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Census Bureau	Benchmark Analysis of 2002-2003 ACS Media Coverage 2004—YA1323-03-SE-0448—	Conduct a benchmark media analysis of news articles from January 2002 through mid-October 2003 that referenced the "American Community Survey" in the text or headline, to determine the effectiveness of the Census Bureau communications efforts.	Not competed	Public relations firm	0	\$10,000	0	<b>\$10,000</b>
Census Bureau	Broadcast Distribution Services 2003—43-YABC-372369 2004—YA1323-04-SE-0393	Distribute Census Bureau video news releases (VNRs) that demonstrate the everyday use of census data, thereby encouraging the public to respond to the census and its surveys. This includes developing a list of appropriate local, cable, and national TV stations; developing the pitch and script; and monitoring satellite pickup.	Not competed	Media organization	\$97,500	\$66,000	0	<b>\$163,500</b>
Census Bureau	Broadcast Distribution Services 2003—43-YABC-372360 2004—YA1323-04-SE-0412	Distribute Census Bureau video news releases that demonstrate the everyday use of census data, thereby encouraging the public to respond to the census and its surveys. This includes developing a list of appropriate local, cable, and national TV stations; developing the pitch and script; monitoring satellite pickup; and writing a final evaluation report.	Not competed	Media organization	\$56,000	\$8,400	0	<b>\$64,400</b>
Census Bureau	Broadcast Distribution Services 2003—43-YABC-372361 2004—YA1323-04-SE-0398	Supplement efforts of the Census Bureau to provide radio stations with opportunities to conduct interviews with senior staff and subject area specialists about the release of census data, especially for media events held outside Census Bureau facilities.	Not competed	Media organization	\$35,000	\$6,000	0	<b>\$41,000</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Census Bureau	Broadcast News Release Production and Distribution 2004—YA1323-04-NC-0688	Assist the Census Bureau in the production, pitching, distribution, monitoring and analyzing the pick-up, of video news releases in both English and Spanish.	Competed	Media organization	0	\$60,000	0	<b>\$60,000</b>
Census Bureau	Media Training 2004—YA1323-03-SE-0477 2005—YA1323-03-SE-0477	Conduct media training, as needed, for Census Bureau senior staff and subject area specialists on how to be an effective government spokesperson during a media interview. A key component of each training session will be message development and delivery.	Competed	Public relations firm	0	\$32,111	0	<b>\$32,111</b>
Census Bureau	Media Training 2003—YA1323-03-SE-0318	Conduct one-day training workshops for selected Census Bureau Regional Office and Local Census office managers engaged in the 2004 Census Test in New York City who are designated as media spokespersons.	Competed	Public relations firm	\$7,441	0	0	<b>\$7,441</b>
Census Bureau	Profile America Daily Radio Features 2003—YA1323-03-SE-0102 2004—YA1323-04-SE-0391 2005—YA1323-05-SE-0239	Provide radio stations with prerecorded Census Bureau data facts and figures for use as interesting airtime factoids, draft the script for each day of the month, provide English narration talent for features recorded daily and distributed monthly to profile America.	Not competed	Media organization	\$31,250	\$31,400	\$15,500	<b>\$78,150</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Census Bureau	Promoting the 2004 Overseas Enumeration Test 2003—43-YA-BC-377889 2004—43-YA-BC-377889	Inform U.S. citizens residing in France, Mexico and Kuwait about the Census Bureau 2004 Overseas Enumeration Test, to make them aware of the options for participating in the test, and to encourage their participation. Conduct the necessary research, provide campaign materials, conduct third-party and media outreach, and conduct evaluation of the outreach.	Competed	Public relations firm	\$347,595	\$1,362,080	0	<b>\$1,709,675</b>
MBDA	Asian Fortune Enterprise 2003—30830	Advertise in the publication for Minority Enterprise Development (MED) Week Conference.	Not competed	Media organization	\$2,030	\$2,460	0	<b>\$4,490</b>
MBDA	Minority Enterprise Advocate Magazine 2004—1279	Advertise in the publication for Minority Enterprise Development Week Conference.	Not competed	Media organization		\$3,315	0	<b>\$3,315</b>
MBDA	TIYM Publishing Co., Inc 2004—148C 2005—2005-1057	Advertise in three yearbook publications (Hispanic, African-American, and Asian) for Minority Enterprise Development Week Conference.	Not competed	Media organization		\$20,350	\$10,000	<b>\$30,350</b>
NOAA	A-73 Killer Whale Rescue Project/National Promotion 2003—CPTV Invoice	Submission and promotion costs within the National Public Television Network for the documentary: "Orphan Orca-Saving Springer."	Not competed	Media organization	\$12,910	0	0	<b>\$12,910</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
NOAA	Be Whale Wise Campaign 2005— NFFKAE50-5-00027	Purchase billboard advertising space for the Be Whale Wise awareness campaign in Settle and Tacoma. Heighten awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Competed	Media organization	0	0	\$35,300	<b>\$35,300</b>
NOAA	Be Whale Wise Campaign 2004— NFFKAE50-4-00015-02	Develop billboard ads and purchase billboard advertising space for the Be Whale Wise awareness campaign in Seattle and Tacoma. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	\$21,025	0	<b>\$21,025</b>
NOAA	Be Whale Wise Campaign 2005— NFFKAE50-5-00024	Purchase bus advertising space for the Be Wise awareness campaign in the King County Metro Area. Heighten the awareness of recreational boaters of the danger of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	0	\$11,246	<b>\$11,246</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
NOAA	Be Whale Wise Campaign 2004— NFKAE50400024	Purchase radio airtime for advertising for the Be Whale Wise awareness campaign in Seattle. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	\$10,695	0	<b>\$10,695</b>
NOAA	Be Whale Wise Campaign 2005— NFFKAE50-5-00023	Produce radio advertising and purchase airtime for the Be Whale Wise awareness campaign in Seattle. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	0	\$10,512	<b>\$10,512</b>
NOAA	Be Whale Wise Campaign 2004—NFKAE50-4-0023	Purchase bus advertising space for the Be Whale Wise awareness campaign in the King County Metro Area. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	\$9,000	0	<b>\$9,000</b>



**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
NOAA	Be Whale Wise Campaign 2004—NFKAE50-4-0025	Purchase theater advertising space for the Be Whale Wise awareness campaign in the Puget Sound Region. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	\$8,280	0	<b>\$8,280</b>
NOAA	Be Whale Wise Campaign 2005—NFFKAE50-5-00028	Purchase radio airtime for the Be Whale Wise awareness campaign in Seattle. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	0	\$6,480	<b>\$6,480</b>
NOAA	Be Whale Wise Campaign 2005—NFFKAE50-5-00025	Purchase billboard advertising space for the Be Whale Wise awareness campaign in Seattle and Tacoma. Heighten the awareness of recreational boaters of the dangers of their activities to marine mammals in the Puget Sound area and the civil penalties for violation of laws designed to protect marine mammals.	Not competed	Media organization	0	0	\$3,550	<b>\$3,550</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
NOAA	Graphic Design, Print Production and Distribution Services 2004—NC-ND6000-4-109	Produce print ads to inform the public of a proposal to designate the Northwestern Hawaiian Islands a national marine sanctuary, and to inform the public of opportunities for participation in the designation process. Develop copy and design of ads to be disseminated through the print media.	Competed	Advertising agency	0	\$24,990	0	<b>\$24,990</b>
NOAA	NOAA Video Specials on The Weather Channel 2003—DG1330-02-CQ-0031 2004—DG1330-02-CQ-0031 2005—DG1330-02-CQ-0031	Educate the public about NOAA environmental science and its operation.	Competed	Media organization	\$320,000	\$450,000	\$360,000	<b>\$1,130,000</b>
NOAA	Name not available 2004—AB133F04SE0816 2005—AB133F04SE0816	Produce a series of spots as part of the campaign to raise public awareness of protected species under the Endangered Species Act. The spots are designed to educate the public-at-large, the fishing community, and interested parties about regulations and requirements, including the proper use of recreational fishing gear, fisheries management, and protected species biology.	Not competed	Media organization	0	\$6,947	\$22,500	<b>\$29,447</b>
NOAA	Public Outreach and Communications: Broadcast Production and Distribution Services 2004—NC-ND6000-4-108	Motivate broad, informed public participation in the process to designate the Northwestern Hawaiian Islands Coral Reef Ecosystem as a national marine sanctuary. This includes producing radio and TV public service announcements (PSAs) and ads.	Competed	Advertising agency	0	\$99,995	0	<b>\$99,995</b>

**Appendix III: Contracts with the Media:  
Department of Commerce, Fiscal Years  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Office of Travel and Tourism Industries	International Travel and Tourism Promotion Campaign 2004- GS23F0273N/DG 135004BR0001  2005— GS23F0273N/DG 135004BR0001	Increase international travel and tourism to the United States from international markets. Develop and implement an integrated advertising, marketing and public relations campaign, together with a cooperative marketing program (in the United Kingdom and in Japan) to raise awareness of the United States as a travel destination and to motivate the purchase of travel services. The contractor shall also undertake the measurement of the program's effectiveness.	Competed	Public relations firm	0	\$6,000,000	\$9,600,000	<b>\$15,600,000</b>
U.S. Patent and Trademark Office	Small Business IP Educational Outreach Campaign 2005—GS-23F-0130M	Educate businesses about the international importance of intellectual property protection and the threats of counterfeiting and piracy. Conduct a survey of small businesses and assess the results. Use the results to craft a media and educational campaign, create printed materials, design a Web site, conduct media outreach activities, and assist in planning and conducting intellectual property seminars.	Competed	Public relations firm	0	0	\$2,000,000	<b>\$2,000,000</b>
<b>Total</b>					<b>\$950,303</b>	<b>\$8,424,306</b>	<b>\$12,075,088</b>	<b>\$21,449,787</b>

Source: GAO analysis of data submitted by departments.

BEA = Bureau of Economic Analysis

MBDA = Minority Business Development Agency

NOAA = National Oceanic and Atmospheric Administration

# Appendix IV: Contracts with the Media: Department of Defense, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of Defense reported 152 contracts with obligations totaling about \$1.1 billion.
- As shown in table 5, the 152 contracts consisted of 110 contracts with advertising agencies, with obligations of \$1,095,553,853; 28 contracts with media organizations, with obligations of \$976,626; 4 contracts with public relations firms, with obligations of \$3,694,798. There were no reported contracts with individual members of the media.
- A more detailed description of the department's contracts with media vendors is provided in table 6.

**Table 5: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of Defense**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$412,822,284	56	\$395,350,253	37	\$287,381,316	34	\$1,095,553,853	110
Public relations firm	0	0	1,942,074	2	1,752,724	3	3,694,798	4
Media organization	297,619	14	88,596	11	590,411	12	976,626	28
Individual member of the media	0	0	0	0	0	0	0	0
Missing firm data	891,412	3	1,905,099	8	1,861,020	4	4,657,531	10
<b>Total</b>	<b>\$414,011,315</b>	<b>73</b>	<b>\$399,286,022</b>	<b>58</b>	<b>\$291,585,471</b>	<b>53</b>	<b>\$1,104,882,808</b>	<b>152</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

**Table 6: Media Contracts Reported by the Department of Defense for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available 2004—F41999-04-Q-0532	For gateway promotion program, develop concept, name the program, develop logo, prepare brochure, conduct Web site development, do photo shoots, and prepare and edit versions of a promotional video.	Competed	Media organization			\$418,500	<b>\$418,500</b>
Air Force	Name not available 2004—F41999-04-F-0391	For promotional book, produce show calendar and program, and print five sets of 25,000 programs, to be delivered to Lackland Air Force Base.	Competed	Advertising agency		\$56,455		<b>\$56,455</b>
Air Force	Name not available 2003—F41999-03-P-0272	Ad placement for ITT and membership partnering ads.	Competed	Media organization	\$100,861			<b>\$100,861</b>
Air Force	Name not available 2003—F41999-03-P-0035	For corporate PRISM survey materials, print and provide surveys and envelopes.	Competed	Advertising agency	\$99,447			<b>\$99,447</b>
Air Force	Name not available 2005—F41999-05-F-0019	Placement of recruitment newspaper ads.	Competed	Media organization			\$88,953	<b>\$88,953</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2005—F41999-05-F-0097	For club card membership promotion, conduct art direction, copywriting, copy editing, computer production, prepress, account services, proofing, and courier service.	Completed	Advertising agency			\$86,070	<b>\$86,070</b>
Air Force	Name not available  2003—F41999-03-P-0126	Ad placement for leisure travel ads.	Completed	Media organization	\$59,064			<b>\$59,064</b>
Air Force	Name not available  2004—F41999-04-F-0450  2005—F41999-04-F-0450	Photography and promotional poster materials.	Completed	Advertising agency		\$48,135	\$9,925	<b>\$58,060</b>
Air Force	Name not available  2003—F41999-03-F-0137	For tour commemorative program, print and produce programs, including graphic design, photo scans, and boxing for shipping.	Completed	Advertising agency	\$55,144			<b>\$55,144</b>
Air Force	Name not available  2004—F41999-04-F-0482	Provide Football Frenzy promotion materials for clubs.	Completed	Advertising agency		\$51,170		<b>\$51,170</b>
Air Force	Name not available  2003—F41999-03-F-0374	Provide Football Frenzy promotion materials for clubs.	Completed	Advertising agency	\$49,389			<b>\$49,389</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available 2003—F41999-03-F-0571	Ad placement of program ads.	Completed	Media organization	\$48,510			<b>\$48,510</b>
Air Force	Name not available 2004—F41999-04-F-0208	To attract potential sponsors, design, produce, and print a sponsorship book for marketing/promotional package.	Completed	Advertising agency		\$24,000		<b>\$24,000</b>
Air Force	Name not available 2005—F41999-05-F-0330	For scheduled tour, conduct design, photos, print, and program revisions of calendar, schedule, and program.	Completed	Advertising agency			\$45,798	<b>\$45,798</b>
Air Force	Name not available 2005—F41999-05-F-0311	For Stars and Strikes bowling, provide promotional items.	Completed	Advertising agency			\$40,995	<b>\$40,995</b>
Air Force	Name not available 2005—F41999-05-f-0276	For market conference/planning, create concepts, design, layouts, and graphics; provide rental equipment, photographer/videographer services, and account management/event coordination.	Completed	Advertising agency			\$40,264	<b>\$40,264</b>
Air Force	Name not available 2004—F41999-04-0250	Video sponsorship.	Completed	Media organization		\$39,405		<b>\$39,405</b>

**Appendix IV: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available 2005—F41999-05-F-0329	Newspaper ad placement for the Stars and Strikes bowling campaign.	Completed	Media organization			\$33,634	\$33,634
Air Force	Name not available 2004—F41999-04-P-0122	Print collateral materials (i.e., posters, brochures, banners, binders) for Telling the Services' Story.	Completed	Advertising agency		\$32,032		\$32,032
Air Force	Name not available 2004—F41999-04-F-0749	Print collateral materials for Football Frenzy club promotion.	Completed	Advertising agency		\$32,024		\$32,024
Air Force	Name not available 2004—F41999-04-F-0455	Print collateral materials for Football Frenzy club promotion.	Completed	Advertising agency		\$32,024		\$32,024
Air Force	Name not available 2003—F41999-03-P-0235	Print, package, and provide Football Frenzy promotional materials.	Completed	Advertising agency	\$31,418			\$31,418
Air Force	Name not available 2004—F41999-04-F-0265	Promotional items for Stars and Strikes bowling program.	Completed	Advertising agency		\$30,344		\$30,344
Air Force	Name not available 2004—F41999-04-F-0413	Design, implementation, production, and printing of different prototypes for commercial sponsorship effort.	Completed	Advertising agency		\$29,408		\$29,408



**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0408	Produce collateral materials for Air Force Club Membership Drive.	Completed	Advertising agency	\$29,087			<b>\$29,087</b>
Air Force	Name not available  2003—F41999-03-F-0491	Promotional materials for Bowl by Mail, Read by Mail, and Space Camp (including brochures, banners, graphic design, printing, and packaging).	Completed	Advertising agency	\$28,026			<b>\$28,026</b>
Air Force	Name not available  2004—F41999-04-F-0713	Provide creative direction and production of posters for Outdoor Recreation Awareness Program.	Completed	Advertising agency		\$14,010		<b>\$14,010</b>
Air Force	Name not available  2004—F1999-04-F-0335	Media buys of newspaper advertisements to promote Stars and Strikes bowling.	Completed	Media organization		\$27,876		<b>\$27,876</b>
Air Force	Name not available  2003—F41999-03-F-0570	Ad placement for Aero Club Program.	Completed	Media organization	\$27,817			<b>\$27,817</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2005—F41999-05-F-0022	Create campaign for Armed Forces Entertainment (AFE) Branding Plan, including development and image for AFE, graphics for collateral materials, Web concept content, media plan, and public relations/publicity recommendations.	Completed	Advertising agency			\$25,650	<b>\$25,650</b>
Air Force	Name not available  2004—F41999-04-F-0724	Provide vinyl logo lettering decals as part of the Telling the Services' Story.	Completed			\$23,490		<b>\$23,490</b>
Air Force	Name not available  2004—F41999-04-F-0190	Creative concept, design, and printing of different banners for club promotion and membership acquisition.	Completed	Advertising agency		\$23,219		<b>\$23,219</b>
Air Force	Name not available  2003—F41999-03-F-0550	Program promotional items (including provision, packaging, and shipping of ticket folios).	Completed	Advertising agency	\$22,501			<b>\$22,501</b>
Air Force	Name not available  2004—F41999-04-F-0039	Design, production and print coordination of brochure, mail stuffers, membership kits, and posters for membership acquisition program.	Completed	Advertising agency		\$22,224		<b>\$22,224</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-P-0259	Ad placement for commercial sponsorship ads.	Completed	Media organization	\$19,992			<b>\$19,992</b>
Air Force	Name not available  2003—F41999-03-P-0158	Placement of bowling program NASCAR promotion ads.	Completed	Media organization	\$19,951			<b>\$19,951</b>
Air Force	Name not available  2004—F1999-04-F-0400	To promote club membership, provide concept development, theme name, posters, banners, and newspaper ads.	Completed	Advertising agency		\$19,705		<b>\$19,705</b>
Air Force	Name not available  2003—F41999-03-F-0161	Print and package posters, table tents, invitations, program inserts, and ads as tour promotional items.	Completed	Advertising agency	\$19,268			<b>\$19,268</b>
Air Force	Name not available  2003—F41999-03-P-0003	Provide embroidered caps as Football Frenzy promotional materials.	Completed	Advertising agency	\$18,750			<b>\$18,750</b>
Air Force	Name not available  2004—F41999-04-F-0732	Develop program items related to ticket and travel promotion.	Completed	Advertising agency		\$17,160		<b>\$17,160</b>
Air Force	Name not available  2004—F41999-04-F-0195 2005—F41999-04-F-0195	Design, produce, and print posters, brochures, and ads related to Telling the Services' Story.	Completed	Advertising agency		\$8,425	\$8,425	<b>\$16,850</b>

**Appendix IV: Contracts with the Media:  
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2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2004—F41999-04-0168	Print collateral materials for Stars and Strikes promotion for bowling centers.	Competed	Advertising agency		\$16,248		<b>\$16,248</b>
Air Force	Name not available  2003—F41999-03-F-0547	Provide golf towel with embroidered design and golf tees with imprint as promotional items for Link Up 2 Golf, Junior Golf Program.	Competed	Advertising agency	\$15,645			<b>\$15,645</b>
Air Force	Name not available  2003—F41999-03-F-0529	Provide cotton twill caps with embroidered logo, T-shirts with imprint, and write-in tags with imprint, as promotional items for Link Up 2 Golf, Junior Golf Program.	Competed	Advertising agency	\$15,135			<b>\$15,135</b>
Air Force	Name not available  2005—F41999-05-F-0020	Produce concept and design for Football Frenzy promotional items.	Competed	Advertising agency			\$14,650	<b>\$14,650</b>
Air Force	Name not available  2004—F41999-04-F-0413	Printing of collateral material for tour promotional items.	Competed	Advertising agency		\$14,438		<b>\$14,438</b>
Air Force	Name not available  2005—F41999-05-F-0038	Placement of newspaper ads for Aero club promotion.	Competed	Media organization			\$13,685	<b>\$13,685</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available 2004—F41999-04-F-0388	Material for Football Frenzy club promotion (including, element concept, design, production, and print coordination of ads, banners, and meeting and account management).	Competed	Advertising agency		\$13,650		<b>\$13,650</b>
Air Force	Name not available 2005—F41999-05-F-0275	Obtain primary photographic images for Armed Forces Entertainment Branding Campaign.	Competed	Advertising agency			\$12,500	<b>\$12,500</b>
Air Force	Name not available 2005—F41999-05-F-0332	Develop various promotional items for tour (including table tents, ad slicks, inserts, postcards, support package, computer toppers, vinyl banners, posters, and T-shirts).	Competed	Advertising agency			\$11,396	<b>\$11,396</b>
Air Force	Name not available 2003—F34650-03-P-0054 2004—FA8101-04-M-0445 2005—FA8101-05-M-0349	Printing and distribution services related to the <i>Oklahoma Choices</i> magazine	Not available for competition	Media organization	\$3,500	\$3,500	\$3,500	<b>\$10,500</b>

**Appendix IV: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-P-0247	Provide prize giveaways, such as cruises to Mediterranean and to Canada/New England for a program promotion.	Competed	Advertising agency	\$10,212			\$10,212
Air Force	Name not available  2003—F41999-03-F-0392	For a club membership promotional campaign, provide printing and production for posters, counter displays, banners, table tents, counter pads, and newspaper ads.	Competed	Advertising agency	\$10,197			\$10,197
Air Force	Name not available  2003—F41999-03-P-0097	Create six ads for a program.	Competed	Advertising agency	\$10,165			\$10,165
Air Force	Name not available  2003—F41999-03-P-0133	For the NASCAR Bowling Program, provide Coca-Cola logoed items, including: portable radios, victory T-shirts, hats, coolers, and Fast Lanes game pieces and NASCAR playing cards.	Competed	Advertising agency	\$10,152			\$10,152
Air Force	Name not available  2005—F41999-05-P-0004	Placement of Air Force Commercial Sponsorship ads.	Competed	Media organization			\$9,996	\$9,996

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available 2004—F41999-04-F-0005—	Printing of collateral material (i.e., information, ticket, and travel promotion materials)	Completed	Advertising agency		\$9,925		<b>\$9,925</b>
Air Force	Name not available 2003—F41999-03-F-0248	Material for Football Frenzy club promotion (including, element concept, design, production, and print coordination for logo, table tent, coaster, cocktail napkins, banner, and producing newspaper ad).	Completed	Advertising agency	\$9,800			<b>\$9,800</b>
Air Force	Name not available 2003—F41999-03-F-0009—	This includes certificates, stationery, letterhead, CD labels, return address cards, stage graphics panels. Printing for certificates, program shell, schedules and stationery.  Provide talent contest promotional items.	Completed	Advertising agency	\$9,561			<b>\$9,561</b>
Air Force	Name not available 2004—F41999-04-F-0108	Provide promotional materials for tour.	Completed	Advertising agency		\$8,863		<b>\$8,863</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-P-0309	Provide Aero Club Program promotional items, including pop-up travel alarm clocks with logo and compass/key ring with logo.	Completed	Advertising agency	\$8,550			<b>\$8,550</b>
Air Force	Name not available  2003—F41999-03-F-0003	Develop program promotional items, including embroidering logo on provided materials (duffel bags, denim shirts, and zip ticket wallet).	Completed	Advertising agency	\$8,496			<b>\$8,496</b>
Air Force	Name not available  2005—F41999-05-F-0279	Provide link Up 2 Golf Youth Program promotional items, including embroidering logo on golf towels, providing towels, tee packs, write-on tags, cotton twill caps, and T-shirts.	Completed	Advertising agency			\$8,421	<b>\$8,421</b>
Air Force	Name not available  2004—F41999-04-0750	Construct Aero Club promotion for "Be A Pilot," including promotion elements concept, design, production, and print coordination of ads, posters, banners, and monitor toppers.	Completed			\$7,995		<b>\$7,995</b>



**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0544	Provide sports photos for promotional items.	Completed	Advertising agency	\$7,958			<b>\$7,958</b>
Air Force	Name not available 2004—F41999-04-F-0742	Print awareness material for contract, Bolling Air Force Base.  Customer awareness Bolling AFB.	Completed	Advertising agency		\$7,915		<b>\$7,915</b>
Air Force	Name not available  2005—F41999-05-F-0017	Place recruitment newspaper ads.	Completed	Media organization			\$7,573	<b>\$7,573</b>
Air Force	Name not available  2004—F41999-04-P-0034	Print collateral material for awareness of Sports and Fitness Athletic Program.	Completed	Advertising agency		\$7,148		<b>\$7,148</b>
Air Force	Name not available 2003—F41999-03-F-0531	Develop Sports and Fitness promotional items, including designing brochures for poster series.	Completed	Advertising agency	\$7,023			<b>\$7,023</b>
Air Force	Name not available 2005—F41999-05-F-0307	Production/printing of rubber counter mats. Purpose: Telling the Services' Story promotional campaign.	Completed	Advertising agency			\$6,620	<b>\$6,620</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0254	Designing and producing of display and photography services.  This includes tour display.	Completed	Advertising agency	\$6,527			<b>\$6,527</b>
Air Force	Name not available  2003—F41999-03-F-0498	Provide Aero Club promotional materials, including designing, printing, and producing, for danglers, post cards, and trifold brochures; print coordination; provide finished files on CD, counter cards w/brochure holders, and stock photos.	Completed	Advertising agency	\$6,295			<b>\$6,295</b>
Air Force	Name not available  2005—F41999-05-F-0149	Develop UBU "To The Max" campaign promotional items, printing flyer and providing banner hardware.	Completed	Advertising agency			\$6,291	<b>\$6,291</b>
Air Force	Name not available  2003—F41999-03-F-0523	Provide Club Membership Campaign promotional materials, including card holder base, sign holder, and print and trim inserts.	Completed	Advertising agency	\$6,286			<b>\$6,286</b>
Air Force	Name not available  2003—F41999-03-P-0306	Place commercial sponsorship.	Completed	Media organization	\$6,114			<b>\$6,114</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2004—F41999-04-P-0265	Provide various items for annual conference, including advertisements package, and Annual Sponsorship Conference Workbook.	Completed	Media organization		\$6,070		<b>\$6,070</b>
Air Force	Name not available  2005—F41999-05-P-0007	2006 Air Force commercial sponsorship.	Completed	Media organization			\$6,070	<b>\$6,070</b>
Air Force	Name not available  2004—F41999-04-F-0004	Print collateral material for Aero Club promotion "Be a Pilot."	Completed	Advertising agency		\$5,940		<b>\$5,940</b>
Air Force	Name not available  2003—F41999-03-F-0527	Develop Golf 4 Kids Program promotional items, including designing and producing logo, counter card, and brochure.	Completed	Advertising agency	\$5,780			<b>\$5,780</b>
Air Force	Name not available  2004—F41999-04-F-0162	Develop items for the Stars and Strikes promotion for bowling centers, coordinating the design, production, and printing of all elements for promotion.	Completed	Advertising agency		\$5,653		<b>\$5,653</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0557	Design, edit, and produce trifold brochure and counter card; provide photo CD with images of teens graduating and attending school. Purpose: Club Scholarship Program promotional items	Competed	Advertising agency	\$5,492			\$5,492
Air Force	Name not available  2005—F41999-05-P-0009	Provide coffee mugs with logo imprinted on them: provide commercial sponsorship promotional items.	Competed	Advertising agency			\$5,476	\$5,476
Air Force	Name not available  2003—F41999-03-P-0034	Place commercial sponsorship ads	Competed	Media organization	\$5,426			\$5,426
Air Force	Name not available  2004—F41999-04-Q-0532	Design, edit, and produce a trifold brochure and counter card that will explain Club Scholarship Program.	Competed	Advertising agency		\$5,412		\$5,412

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2005—F41999-05-F-0296	Develop Stars and Strikes bowling program promotional items at Bolling AFB. This includes designing, revising, producing, and printing danglers/counter cards, posters, table tents, banners, entry box header cards, punch cards, coupons, print ads, and prepromotional posters.	Competed	Advertising agency			\$5,100	\$5,100
Air Force	Name not available  2004—F41999-04-F-0570	Produce promotional materials.	Competed	Advertising agency		\$4,858		\$4,858
Air Force	Name not available  2003—F41999-03-F-0543	Produce Talent Contest 2003, promotional materials, including posters, flyers, and display graphics.	Competed	Advertising agency	\$4,805			\$4,805
Air Force	Name not available  2003—F41999-03-F-0027	Produce AF Sports program collateral materials, including poster and brochure.	Competed	Advertising agency	\$4,270			\$4,270
Air Force	Name not available  2005—F41999-05-F-0016	Hook Up 2 Bolling AFB Promotion newspaper ads.	Competed	Media organization			\$4,188	\$4,188

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-P-0295	Produce commercial sponsorship promotional materials, including Post-it pads, mouse and mint holders, and pens.	Completed	Advertising agency	\$4,130			<b>\$4,130</b>
Air Force	Name not available  2005—F41999-05-F-0271	Design and produce danglers, counter displays, posters, and static clings for "To the Max" promotion.	Completed	Advertising agency			\$4,114	<b>\$4,114</b>
Air Force	Name not available  2003—F41999-03-F-0079	Produce AF Clubs Scholarship Program promotional materials, including printing and producing.	Completed	Advertising agency	\$4,068			<b>\$4,068</b>
Air Force	Name not available  2003—F41999-03-F-0542	Provide golf towel with embroidered design for Link Up 2 Golf Junior Golf Program.	Completed	Advertising agency	\$4,065			<b>\$4,065</b>
Air Force	Name not available  2003—F41999-03-P-0310	Develop Link Up 2 Golf Junior Golf Program promotional items, including certificates, note cards, and golf border fun frames paper.	Completed	Advertising agency	\$3,976			<b>\$3,976</b>
Air Force	Name not available  2005—F41999-05-F-0285	Provide creative concept. Sign and produce Fitness Program poster.	Completed	Advertising agency			\$3,942	<b>\$3,942</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2005—F41999-05-F-0290	Provide printing and folding of brochures and counter cards for AF Club scholarship program promotional items.	Competed	Advertising agency			\$3,882	<b>\$3,882</b>
Air Force	Name not available  2003—F41999-03-P-0231	Place commercial sponsorship ads.	Competed	Media organization	\$3,615			<b>\$3,615</b>
Air Force	Name not available  2003—F41999-03-F-0567	Produce club scholarship program promotional items, including brochure; print counter cards, and apply easel backs.	Competed	Advertising agency	\$3,380			<b>\$3,380</b>
Air Force	Name not available  2004—F41999-04-0266	Place commercial sponsorship ads.	Competed	Media organization		\$3,342		<b>\$3,342</b>
Air Force	Name not available  2003—F41999-03-F-0073	Develop AF Sports program collateral materials ( i.e., brochures and posters).	Competed	Advertising agency	\$3,325			<b>\$3,325</b>
Air Force	Name not available  2004—F41999-04-F-0740	Print collateral material for Aero Club promotion, "Be A Pilot."	Competed	Advertising agency		\$3,240		<b>\$3,240</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0347	Concept and redesign promotional material for Members Reward (club card membership) program.	Competed	Advertising agency	\$3,206			<b>\$3,206</b>
Air Force	Name not available  2005—F41999-05-P-0120	Create, design, produce, and copy PowerPoint presentation for Telling the Services' Story.	Competed	Advertising agency			\$3,200	<b>\$3,200</b>
Air Force	Name not available  2003—F41999-03-F-0410	Printing, stitching, packaging, and shipping magazines, posters, and flyers. Teen Aviation Camp.	Competed	Advertising agency	\$3,198			<b>\$3,198</b>
Air Force	Name not available  2005—F41999-05-F-0284	Print posters, danglers/counter cards, and static clings for To The Max promotion.	Competed	Advertising agency			\$3,189	<b>\$3,189</b>
Air Force	Name not available  2003—F41999-03-F-0569	Print for Link Up 2 Golf Junior Golf Program.	Competed	Advertising agency	\$3,168			<b>\$3,168</b>
Air Force	Name not available  2003—F41999-03-F-0549	Provide backpacks w/embroidered logo for Read by Mail (Youth) program.	Competed	Advertising agency	\$2,985			<b>\$2,985</b>



**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2004—F41999-04-F-0723	Produce promotional items for bowling programs to grow new bowlers. Hook Up 2 Bowling promotion.	Completed	Advertising agency	.	\$2,605		<b>\$2,605</b>
Air Force	Name not available  2003—F41999-03-F-0572	Provide computer bag w/embroidered design for Football Frenzy promotion.	Completed	Advertising agency	\$2,580			<b>\$2,580</b>
Air Force	Name not available  2003—F41999-03-F-0548	Design and produce updated AF Services Agency logo.	Completed	Advertising agency	\$2,495			<b>\$2,495</b>
Air Force	Name not available  2003—F41999-03-P-0268	Print counter card mounted to chipboards with easel back for Club Membership Program.	Completed	Advertising agency	\$2,495			<b>\$2,495</b>
Air Force	Name not available  2003—F41999-03-F-0036	Provide cotton T-shirts and microfiber body bags with clubs' logo imprinted for Football Frenzy promotion.	Completed	Advertising agency	\$2,331			<b>\$2,331</b>
Air Force	Name not available  2003—F41999-03-F-0526	Design a ticket folio to hold large and small tickets.	Completed	Advertising agency	\$2,210			<b>\$2,210</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2004—F41999-04-F-0701	Print materials for golf centers.	Completed	Advertising agency		\$2,145		<b>\$2,145</b>
Air Force	Name not available  2004—F41999-04-F-0729	Design and produce four new promotional products for the Hook UP 2 Bowling campaign and develop printed pieces to coordinate and grow from logo.	Completed	Media organization		\$2,004		<b>\$2,004</b>
Air Force	Name not available  2003—F41999-03-P-0258	Provide T-shirts with embroidered logo and canvas adjustable ball caps for Youth-Teen Program.	Completed	Advertising agency	\$1,988			<b>\$1,988</b>
Air Force	Name not available  2004—F41999-04-0400	Media buy for one quarter-page black and white newspaper advertisement for the Link Up 2 Golf programs.	Completed	Media organization		\$1,716		<b>\$1,716</b>
Air Force	Name not available  2003—F41999-03-P-0060	Rewrite survey to corporate PRISM survey electronic format.	Completed	Advertising agency	\$1,600			<b>\$1,600</b>
Air Force	Name not available  2003—F41999-03-F-0028	Produce/print static clings and posters for Smoke Free Awareness Campaign.	Completed	Advertising agency	\$1,460			<b>\$1,460</b>
Air Force	Name not available  2003—F41999-03-F-0407	Print and trim Bowling Customer Satisfaction poster.	Completed	Advertising agency	\$1,384			<b>\$1,384</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2004—F41999-04-F-0101	Print collateral material for promotion to help grow new golfers.	Completed	Advertising agency		\$1,325		<b>\$1,325</b>
Air Force	Name not available  2003—F41999-03-F-0400	Print and fold brochures and counter display inserts for JR Golf promotion.	Completed	Advertising agency	\$835			<b>\$835</b>
Air Force	Name not available  2004—F41999-04-F-0725	Print collateral material for Hook Up 2 Bowling promotion.	Completed	Advertising agency		\$793		<b>\$793</b>
Air Force	Name not available  2005—F41999-05-F-0305	Reformat original Telling the Services' Story Campaign poster into a horizontal counter mat.	Completed	Advertising agency			\$675	<b>\$675</b>
Air Force	Name not available  2005—F41999-05-F-0079	Provide a promotion item for Hook Up 2 Bowling program.	Completed	Advertising agency			\$636	<b>\$636</b>
Air Force	Name not available  2003—F41999-03-F-0541	Provide expandable backpack with logo imprint for Teen Aviation Camp.	Completed	Advertising agency	\$482			<b>\$482</b>
Air Force	Name not available  2005—F41999-05-F-0040	Design and produce two insert pieces for Golf Pure promotion.	Completed	Advertising agency			\$300	<b>\$300</b>
Air Force	Name not available  2005—F41999-05-F-0076	Embroider logo on bowling bags for Hook Up 2 Bowling promotion.	Completed	Advertising agency			\$288	<b>\$288</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Air Force	Name not available  2003—F41999-03-F-0063	Provide flip-top calculator with services' logo for commercial sponsorship promotion.	Competed	Advertising agency	\$286			<b>\$286</b>
Air Force	United States Air Force National/Local Advertising Partnership  2003—F41689-00-D-0704-5028 2004—F41689-00-D-0704-5039 2005—F41689-00-D-0704-5052	Design, create, produce, place, and execute all marketing and advertising campaigns in all appropriate media in support of Air Force recruiting programs, including strategic planning and program development; pre- and post-advertising research and tracking; production and placement of national, regional, and local advertisements.	Competed	Advertising agency	\$63,000,000	\$68,000,000	\$48,000,000	<b>\$179,000,000</b>
Army	Army FA46, Public Affairs, Intermediate Level Education (ILE) Course Development  2005—DABT60-00-D-0004,DO#134	Develop the Army Public Affairs, Intermediate Level Education (ILE), Course for Army Public Affairs Officers.	Not competed		0	0	\$521,000	<b>\$521,000</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Army	Army Public Affairs Battlefield Command, Control, Communications, and Computers (C4) Architecture Study  2005—DAAB07-03-D-B009	Provide a white-paper study of the technical aspects of Army Public Affairs battlefield command, control, communication, and computers architecture.	Completed	Public relations firm	0	0	\$132,000	<b>\$132,000</b>
Army	FA46 Public Affairs Proponency Support  Contract Number Not Available	Provide analysis of impact of Army Force Development decisions on the Army Public Affairs force and develop briefing products and input documents reflecting the Army Public Affairs proponent position, including briefing documents.	Follow-on to competed action		\$133,000	\$141,000	0	<b>\$274,000</b>
Army	FA46 Public Affairs Proponency Support  2005—Delivery Order #221	Provide analysis of impact of Army Force Development decisions on the Army Public Affairs force and develop briefing products and input documents reflecting the Army Public Affairs proponent position, including briefing documents.	Follow-on to competed action		0	0	\$145,000	<b>\$145,000</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Army	Name not available  2003—DASW01-02-F-1631 2004—DASW01-02-F-1631 2005—DASW01-02-F-1631	Conduct extensive research and collect information for message development that presents the Army's strategic perspective in the Global War on Terrorism. This includes developing communications plans that focus on message development and conducting analysis regarding the most effective way to respond to issues raised by the key stakeholders and by influencers.	Competed		\$719,196	\$779,444	\$1,039,466	<b>\$2,538,106</b>
Army	W74V8H-04-F-1151  GS-23F-0117K	Media pitches, speakers service and bureau, and news story development in support of Soldiers in the Global War on Terror.	Competed	Public relations firm			\$1,120,724	<b>\$1,120,724</b>

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2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Army	Name not available  2004—DASW01-00-D-0002 2005—DASW01-00-D-0002	Provide a senior analyst to analyze the perceptions, activities, and events surrounding the Western Hemisphere Institute for Security Cooperation and assist in developing public affairs plans for other Army personnel issues. This includes conducting extensive research and collecting information used for message development that presents the Army's strategic perspective in the Global War on Terrorism. To provide Army Public Affairs with support for the Western Hemisphere Institute for Security Cooperation and other Army personnel issues.	Competed		0	\$143,071	\$155,554	<b>\$298,625</b>

**Appendix IV: Contracts with the Media:  
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2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Defense Commissary Agency	In-Store Radio at Dugway Commissary 2003—DECA08-01-P-0103 2004—HDEC08-04-P-0047 2005—HDEC08-04-P-0047	Provide and maintain in-store radio at Dugway commissary.	Not available for competition	Media organization	\$359	\$371	0	\$730
Defense Commissary Agency	In-Store Radio at Fort Wainwright Commissary 2003—DECA08-02-P-0044 2004—DECA08-02-P-0044 2005—DECA08-02-P-0044	Provide and maintain in-store radio for background music at Fort Wainwright commissary.	Not available for competition	Media organization	\$1,080	\$1,080	\$1,080	\$3,240
Defense Commissary Agency	In-Store Radio for Memphis NAS Commissary 2003—DECA08-02-V-0055 2004—DECA08-02-V0055 2005—DECA08-02-V0055	Provide in-store radio for background music at Memphis commissary.	Not available for competition	Media organization	\$696	\$696	\$696	\$2,088
Defense Commissary Agency	In-store Radio for Lemoore Commissary 2003—DECA08-03-P-0115 2004—DECA08-03-P-0115 2005—DECA08-03-P-0115	Provide in-store radio for background music at Lemoore commissary.	Not available for competition	Media organization	\$634	\$2,536	\$2,536	\$5,706



**Appendix IV: Contracts with the Media:  
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2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Defense Human Resources Activity	Mullen Advertising Contract  2003—DASW01-02-D-0002 2004—DASW01-02-D-0002 2005—DASW01-02-D-0002	Responsible for strategic direction and planning; provide direct mail services; execute the campaign strategy; customized media relation services to include development and execution of media messages and strategies; design and maintain Web sites associated with the JAMRS program.	Competed	Advertising agency	\$16,816,695	\$15,262,141	\$15,487,072	<b>\$47,565,908</b>

**Appendix IV: Contracts with the Media:  
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2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Marines	Marine Corps Recruit Advertising Contract  2003—M00264-02-F-0213 2004—M00264-02-F-0213 2005—M00264-02-F-0213	Develop unique, high-quality materials that consistently project and enhance the Marine Corps' image; perform surveys, studies, analysis, and other services to meet Marine Corps requirements for market, creative, attitude, retention and media research; Execute a year-round, multimedia campaign to include paid and public service programs, in both traditional and nontraditional media, direct mail, print, and audiovisual support.	Competed	Advertising agency	\$44,909,705	\$41,815,079	\$47,160,570	<b>\$133,885,354</b>
National Guard	Name not available  2003—DAHA90-02-D-0003 2004—DAHA90-02-D-0003 2005—DAHA90-02-D-0003	Design and produce four new print advertisements and develop and place a media plan for such ads and others for use in the Image Advertising Campaign.	Competed	Advertising agency	\$1,058,961	\$1,258,228	\$1,178,029	<b>\$3,495,218</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Navy	Navy Advertising  2003—N00600-00-D-6048 2004—N00600-00-D-6048 2005—N00600-00-D-6048	Conduct marketing and advertising research, including audience segmentation and analysis. Provide comprehensive fulfillment operations, database management, prospect relationship management, and other support activities consistent with current and evolving advertising industry practices. Operate contact-response, or call, center. Provide training on advertising capabilities in support of the Navy recruiting mission.	Competed	Advertising agency	\$69,486,331	\$62,733,461	\$62,042,099	<b>\$194,261,891</b>

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Office of the Assistant Secretary of Defense	America Supports You Program  2004—GS-23F-0054M 2005—GS-23F-0054M	Provide strategies for planning, branding development, and message projection; Web site design; planning/execution of outreach events and partnership development; design and implementation of media, marketing, and advertising programs, including related collateral material.	Completed	Public relations firm	0	\$821,350	\$500,000	\$1,321,350
Office of the Secretary of Defense	Scientific, engineering, and technical support for media support  2004—MDA972-02-A-0001 2005—MDA972-02-A-0001	Receive media/public requests for information/interviews; research request, develop recommendations for response. Schedule and monitor media interviews once interview is approved by management. Research, write, and edit news releases. Assist documentary productions. Support the office of the director of DARPA in the area of media and public relations.	Completed		0	\$421,030	0	\$421,030

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Outreach Division of the Army	Student employees to help with community relations  2003—DASW01-98-D-0070 2004—DASW01-98-D-0070	Provide staff to plan and execute community relations by researching audiences, planning events, and escorting officials.	Completed		\$39,216	\$96,432		\$135,648
Outreach Division of the Army	W74V8H-04-F-1151  2004—GS-23F-0117K	To augment the Army Public Affairs, Outreach Division, staff in the execution and support of the program Operation Tribute to Freedom by developing media pitches, speakers' service, speakers' bureau, news story development and pitching, and support for conventions and special events that support soldiers in the Global War on Terror	Completed	Public relations firm		\$1,120,724		\$1,120,724

**Appendix IV: Contracts with the Media:  
Department of Defense, Fiscal Years  
2003-2005**

<b>Entity</b>	<b>Contract name and number</b>	<b>Purpose and scope of work</b>	<b>Method used in awarding prime contract</b>	<b>Type of firm/individual awarded prime contract</b>	<b>Obligations incurred</b>	<b>Obligation total</b>	<b>Entity</b>	<b>Contract name and number</b>
Outreach Division of the Army	Web design 2004—DASW01-03-F-0286	Construct a Web site for the community relations outreach, Operation Tribute to Freedom, and an internal Army command information Web site.	Completed			\$292,637		\$292,637
<b>Total</b>					<b>\$197,031,749</b>	<b>\$193,555,171</b>	<b>\$178,419,732</b>	<b>\$569,006,652</b>

Source: GAO analysis of data submitted by departments.

Note: The contracts and obligations listed in this table include only those obtained from department respondents using the GAO questionnaire. We did not include information obtained from the Army Contracting Agency (ACA) in this table. However, ACA information is included in Table 5.

# Appendix V: Contracts with the Media: Department of Health and Human Services, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of Health and Human Services reported 61 contracts with obligations totaling about \$304 million.
- As shown in table 7, the 61 contracts consisted of 14 contracts with advertising agencies, with obligations of \$188,487,597; 23 contracts with public relations firms, with obligations of \$110,021,463; 21 contracts with media organizations, with obligations of \$5,036,271; and 2 contracts with individual members of the media, with obligations of \$60,000.
- A more detailed description of the department's contracts with media vendors is provided in table 8.

**Table 7: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of Health and Human Services**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$48,942,498	9	\$89,123,810	11	\$50,421,289	3	\$188,487,597	14
Public relations firm	67,271,852	14	22,289,009	18	20,460,702	10	110,021,463	23
Media organization	1,186,298	11	3,581,667	15	268,306	3	5,036,271	21
Individual member of the media	0	0	15,000	2	45,000	1	60,000	2
Missing firm data	21,500	1	0	0	0	0	21,500	1
<b>Total</b>	<b>\$117,422,148</b>	<b>35</b>	<b>\$115,009,486</b>	<b>46</b>	<b>\$71,195,297</b>	<b>17</b>	<b>\$303,626,831</b>	<b>61</b>

Source: GAO analysis for data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

**Table 8: Media Contracts Reported by the Department of Health and Human Services for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
ACF/ORR	Trafficking Public Awareness Campaign 2003—GS23F0105M 2004—GS23F0105M 2005—GS23F0105M	For the Victims Protection Act of 2000, develop materials to educate the target audiences about trafficking, how to identify potential victims, and how to assist them. Conduct media outreach nationally, regionally, and to the states. Develop local coalitions.	Competed	Public relations firm	\$2,430,000	\$2,330,000	\$239,817	<b>\$4,999,817</b>
ACF/Office of Planning, Research and Evaluation	Professional Services contract 2003—02Y00187801D	Provide expert advice and support in the development of several marriage-related research initiatives. Conduct research, draft, and edit brochures on marriage, working with federal staff in preparing a draft article for submission for publication, and educate federal staff on marriage and family research.	Not competed		\$21,500			<b>\$21,500</b>



**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
AHRQ	Communication's Support 2003—290-98-005 2004—290-98-005 2005—290-03-0004	Provide writing, editing, and public affairs support. This includes writing and editing publications for print and Web and electronic media; assisting with exhibits; developing partnerships to help disseminate research to consumers and the health care community; developing press materials; and communicating research to Hispanic audiences.	Competed	Public relations firm	\$2,100,000	\$2,100,000	\$1,050	\$4,201,050

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
AOA	Public Awareness and Outreach Programs  2005— GS23F0261M	Develop materials to inform and educate older consumers and their caregivers on such issues as home and community-based care options, medication management, transportation, fraud, exploitation, and elder abuse. This includes graphic and design services (which portray images reflecting a positive image of older Americans); special events logistical support (such as care-giving roundtables that inform and educate about services available for caregivers); and development of marketing strategies.	Competed	Public relations firm	0	0	\$419,031	<b>\$419,031</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
AOA	Creative, administrative and logistical support leading up to, during, and after Older Americans Month  2003—233-01-0062 2004—233-01-0062	Development of materials and graphic and design services for promoting Older Americans Month.	Competed	Advertising agency	\$110,666	\$143,819	0	\$254,485
CDC	"Verb" Campaign 2003—200-2001-00105 2004—200-2001-00105 2005—200-2001-00105	Plan, develop, produce, disseminate, and implement a nationwide campaign. This includes strategic communications and marketing plan, ongoing audience assessment, media planning and placement, and public relations activities.	Competed	Advertising agency	\$32,000,000	\$61,290,034	\$40,025,000	\$133,315,034

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
CDC	"Verb" Campaign  2003—200-2001-00109 2004—200-2001-00109 2005—200-2001-00109	Plan, develop, produce, disseminate, and implement a nationwide campaign. This includes strategic communications and marketing plan, ongoing audience assessment, media planning and placement, and public relations activities.	Completed	Advertising agency	\$7,760,232	\$7,627,397	\$4,773,132	<b>\$20,160,761</b>
CDC	Verb Campaign  2003—200-2001-00108 2004—200-2001-00108 205—200-2001-00108	Plan, develop, produce, disseminate, and implement a nationwide campaign. This includes strategic communications and marketing plan, ongoing audience assessment, media planning and placement, and public relations activities.	Completed	Advertising agency	\$3,775,000	\$7,710,647	\$5,623,157	<b>\$17,108,804</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
CDC	Creative Communications  2003—200-1999-00061 2004—200-1999-00061 2005—200-1999-00061	Provide various public health-related media services and campaigns, including educational marketing, communications support, planning, management, booklets, brochures, advertising, and other related media services.	Competed	Public relations firm	\$4,003,004	\$1,251,000	0	\$5,254,004
CDC	Creative Communications  2003—200-1999-00062 2004—200-1999-00062 2005—200-1999-00062	Provide various public health-related media services and campaigns, including educational marketing, communications support, planning, management, booklets, brochures, advertising, and other related media services.	Competed	Public relations firm	\$1,402,121	\$535,377	0	\$1,937,498

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
CDC	Development of Marketing Plan for the National Bone Health Campaign  2004—200-2004-F-09947	For phase II of the National Bone Health Campaign and to update and expand the previously published scan, audit consumer media; review academic literature; identify subject matter experts in academic settings, non-profit, and advocacy groups; and conduct consumer marketing of dietary and physical activities of girls 9-18.	Competed	Public relations firm		\$847,956		\$847,956
CDC	Spanish-language Folic Acid Communications Research and Creative Production  2003—200-2004-F-09835 (NIH Contract:263-01-D-0183)  2004—200-2004-F-09835 (NIH Contract: 263-01-D-0183)  2005—200-2004-F-09835 (NIH Contract:263-01-D-0183)	Develop communications products to effectively convey to target audiences the importance of folic acid and information on how to obtain it, assist in raising the consumption levels of target audiences, and produce materials for consumer audiences at the sixth to eighth grade reading levels.	Competed	Media organization	0	\$504,271	0	\$504,271

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
CDC/NCCDPHP	Evaluation and Maintenance of National Bone Health Campaign  2004—200-2004-F-09877	Compile, analyze, and report on the National Bone Health Campaign. This includes updating Web sites for girls and their parents, promoting the campaign, analyzing qualitative and quantitative data previously collected for the campaign, and compiling summaries of the findings to be used for future planning.	Completed	Public relations firm	\$454,438			\$454,438
Center for Medicare and Medicaid Services	Medicare Multi-Media and Education Campaign (Spanish Market)  2003—500-99-0036 2004—500-2004-00008C	For this multimedia and educational campaign on the Medicare Modernization Act, and its coverage and benefits, activities include creative development, a media placement plan, media purchase, consumer research and assessment.	Not competed	Advertising agency	\$2,999,878	\$7,360,065		\$10,359,943

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Center for Medicare and Medicaid Services	National Medicare Education and Multi-Media Campaign-Spanish  2004—HHSM-500-2004-00016C	For this multimedia and educational campaign on the Medicare Modernization Act, its coverage and benefits, and informed use by Spanish-speaking individuals, activities include creative development, a media placement plan, media purchase, consumer research and assessment, and a research report on the success of earned media placement.	Not competed	Advertising agency	0	\$2,999,999	0	\$2,999,999
Center for Medicare and Medicaid Services	National Medicare Multimedia and Education Campaign  2003—500-01-0002T0#14 2004—500-01-0002T0#20 2005—500-01-0002T0#23	Provide technical professional services for the execution of national multimedia and education campaigns. This includes development and testing of creative, media buying, evaluation of the media campaign, and earned media support.	Follow-on to competed action	Public relations firm	\$51,761,232	\$5,415,194	\$15,766,044	\$72,942,470



**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FDA	Name not available  2003—GS-23K-0396K	To educate consumers and the general public about the benefits and risks of using prescription and over-the-counter medicines, design and develop print public service announcements (PSA); develop radio PSAs; write, edit, lay out, and design consumer brochures; and develop and implement a dissemination plan.	Competed	Media organization	\$120,000	0	0	\$120,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FDA	Name not available 2004— GS23F0298M	Explain the danger and the physical, financial, and legal consequences of buying medical products on the Internet. This includes conducting research, developing creative concepts, designing and drafting copy for public service announcements, and arranging video news releases and satellite media tours in addition to developing a targeted media list and pitching and distributing the products to outlets.	Competed	Media organization	0	\$20,000	0	\$20,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FDA	Namenot available  2004—D608604	Communicate the consequences of buying and using prescription and over-the-counter medical products, and outline the role responsible consumers must play to ensure that medicine is taken in a safe and effective manner. This is done through design concepts, suggesting consumer messages, developing distribution strategies, developing creative executions, and developing public service announcements.	Competed	Advertising agency	0	\$10,000	0	\$10,000
FDA/CVM	Educational Materials for Farm Publications  2004—1032FDAV2351300D2DH01	Create educational materials for farm and other consumer publications on bovine spongiform encephalopathy and antimicrobial resistance, including developing text for five articles on the subject.	Competed	Media organization	0	\$15,000	0	\$15,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FDA/Center for Food Safety and Applied Nutrition	Education Program on Vibrio Vulnificus (Targeting At-Risk Population— Mainly Hispanic Men)  2003—223-99-8001	To prevent illnesses and deaths from vibrio vulnificus in oysters in the at-risk population (mainly Hispanic men), engage in media relations, create key messages, develop media materials, conduct outreach, execute media tours, and track coverage.	Competed	Public relations firm	\$100,000	0	0	\$100,000
FDA/OGD	Name not available  2004—GS23F0071N	Develop creative messages regarding the use of generic drugs geared toward people that have difficulty understanding and using health information by developing print and radio PSAs and a dissemination plan.	Competed	Advertising agency	0	\$97,715	0	\$97,715

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FDA/Office of Training and Communications	Name not available 2003—D-6079 2004—D-6079	To inform Americans about the consequences and potential dangers of buying prescription drugs from non-U.S. sources, develop a Spanish-language bookmark and poster, create print public service announcements and an exhibit panel, and develop an English- and Spanish-language consumer brochure.	Not competed	Advertising agency	\$20,000	\$9,900	0	\$29,900
HRSA	National Bullying Prevention Campaign—Administrative Support for the Bullying Campaign 2004—010171Dmod3toGS-23F-0141L; HSH24055007toGS-23-F-0141L HSH240200415011P	To design and develop a media campaign and interactive Web site to address bullying for adults and children, conduct focus group research, project designs, multimedia components, and project administration interface with users and partners in the various disciplines.	Competed	Public relations firm	0	\$1,488,713	0	\$1,488,713

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NCCAM	Name not available  2003—N02-AT-38602 2004—N02-AT-38602 2005—N02-AT-38602	Conduct program planning, formative research, media relations, materials development, patient recruitment to clinical trials, and consumer involvement activities.	Completed	Public relations firm	\$499,129	\$167,147		<b>\$666,276</b>
NIH/NCI	Name not available  2003—N02-CO-21174 2004—N02-CO-41106	Marketing plan development for media training program within NCI; provide media training for groups and individuals who speak with the media on official business; provide monthly progress report, final report, marketing plan, evaluation of training sessions, and interim reports.	Completed	Public relations firm	\$129,807	\$177,299	0	<b>\$307,106</b>
NIH/NCI	Name not available  2003—N01-CO-11008 2004—N01-CO-11008 2005—N01-CO-11008		Completed	Public relations firm	\$1,694,663	\$1,761,000	\$330,000	<b>\$3,785,563</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NCI	Name not available  2003— FQ3177240 2004— MQ4153520	Create, update, and distribute press materials on servers, training and implementation of software.	Not competed	Media organization	\$16,566	\$16,584	0	<b>\$33,150</b>
NIH/NHGR	U.S. Surgeon General's Family History Initiative  2004—263-MD-414315, 263-FD-418193	Support the launch of the U.S. Surgeon General's Family History Initiative by producing a software tool to collect family history, printing paper versions of the family history tool in English and Spanish, and supporting the media rollout of this campaign.	Not competed	Public relations firm	0	\$300,000	0	<b>\$300,000</b>

**Appendix V: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NHLBI	Planning, Developing, Implementing, and Evaluating NHLBI Women's Heart Health Awareness Campaign  2003—263-01-D-0190, NICS-20 2004—263-01-D-0190, NICS-20 2005—263-01-D-0190, NICS-20	Provide services to plan, develop, implement, and evaluate a national public education campaign to increase awareness about women and heart disease, and improve prevention and control of heart disease risk factors. This includes strategic planning and formative research; concept development, message testing, identifying communication channels, and materials development; program implementation; and evaluation.	Competed	Public relations firm	\$743,000	\$1,385,000	\$1,243,000	<b>\$3,371,000</b>
NIH/NIAAA	Name not available  2003—NO1AA22010 2004—NO1AA22010 2005—NO1AA22010	Redesign and update NIAAA's Web site for children ages 11 to 13. This includes updating and adding relevant information about the risks of underage drinking, and pretesting the Web site with middle schoolers.	Competed	Public relations firm	\$89,547	\$183,546	\$45,097	<b>\$318,190</b>



**Appendix V: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIAID	Name not available  2003—IR300116 2004—IR300106 2005—IR520006	Research various markets to determine advertising availability to coordinate with other outreach and recruitment efforts statewide and nationally; design advertisements; conduct in-depth research for special publications that are of interest to the NIAID mission; monitor advertisement placement activities, including the negotiation for best prices with a variety of advertising media; and track advertisements.	Competed	Media organization	\$49,217	\$49,122	0	<b>\$98,339</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIAID	Name not available 2003—IR300109 2004—IR300109 2005—IR300109	Research various markets to determine advertising availability to coordinate with other outreach and recruitment efforts statewide and nationally; design advertisements; conduct in-depth research for special publications that are of interest to the NIAID mission; monitor advertisement placement activities, including the negotiation for best prices with a variety of advertising media; and track advertisements.	Competed	Media organization	0	\$49,992	\$41,600	<b>\$91,592</b>

**Appendix V: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIAID	Name not available  2003—IR300107 2004—IR300107	Research various markets to determine advertising availability to coordinate with other outreach and recruitment efforts statewide and nationally; design advertisements; conduct in-depth research for special publications that are of interest to the NIAID mission; monitor advertisement placement activities, including the negotiation for best prices with a variety of advertising media; and track advertisements.	Competed	Media organization	\$49,168	\$49,919	0	\$99,087

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIAID	Name not available 2003—IR300113 2004—IR300113 2005—IR520005	Research various markets to determine advertising availability to coordinate with other outreach and recruitment efforts statewide and nationally; design advertisements; conduct in-depth research for special publications that are of interest to the NIAID mission; monitor advertisement placement activities, including the negotiation for best prices with a variety of advertising media; and track advertisements.	Competed	Media organization	\$42,260	\$50,000	\$14,558	<b>\$106,818</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIDA	Research Promotion  2003—NO2-DA-3-4211 2004—NO2-DA-3-4211 2005—NO2-DA-3-4211	To help NIDA promote research findings to highly targeted audiences, with an emphasis on strategic planning and special projects, providing periodic assistance regarding the dissemination of information about research findings to various publics. This includes strategic planning to identify best audiences, outlets, and products.	Competed	Public relations firm		\$80,000		\$80,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NIDDK	Support Services for the National Diabetes Education Program  2003—NO1-DK-1-2488 2004—NO1-DK-1-2488 2005—NO1-DK-1-2488	Provide project management and administration, materials development and dissemination, and meeting support for the diabetes education program. This includes providing support for the program's Steering and Operation Committees and work groups, and assisting in activities to implement the program's strategic plan (including support for campaigns targeting people with diabetes and those at risk).	Completed	Public relations firm	\$1,889,367	\$1,837,740	\$1,001,335	<b>\$4,728,442</b>
NIH/NLM	Name not available  2004—MZ401672	Videotape and produce video segments for Web site, including editing, scripting, and producing segments.	Completed	Media organization		\$25,000		<b>\$25,000</b>
NIH/NLM	Name not available  2004—MZ401496	Provide public relations services for the library with respect to press briefings.	Completed	Individual member of the media	0	\$5,000	0	<b>\$5,000</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/NLM	Name not available 2004—MZ400485 2005—MZ50438;MZ500543	Produce written summaries of biographical sketches of women physicians for the library's Web site.	Completed	Individual member of the media	0	\$10,000	\$45,000	\$55,000
NIH/NLM	Name not available 2004—MZ400710;MZ500594;MZ401586	Videotape, edit, and produce interviews with women physicians that are featured in library exhibitions and on the Web site.	Completed	Media organization	0	\$144,000	0	\$144,000
NIH/NLM	Name not available 2004—MZ400913	Produce a video news release for the launch of the library's Information Rx Project with the American College of Physicians in New Orleans in 2004.	Completed	Media organization	0	\$23,400	0	\$23,400
NIH/Office of the Director	Name not available 2004—263-MD-402-903	Video support services, including production and distribution of a TV program ("NIH on the Inside"), production of staff video on ethics issues, and taping and editing for the National Institutes of Health lecture series.	Follow-on to competed action	Media organization	0	\$75,000	0	\$75,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
NIH/Office of the Director	Name not available  2003—263-01-D-0170 2005—263-01-D-0170	Communications support, including preparations for press briefings, satellite media tours, Web site support, and development of strategic communications plan/monitoring of implementation progress.	Completed	Public relations firm	\$330,000	0	\$50,000	<b>\$380,000</b>
NIH/Office of the Director	Public Education and Outreach Activities on Neurological Disorders and Stroke  2005—N02NS59000-09	Provide services in the planning, development, implementation, and evaluation of health communications campaigns, products, and activities related to stroke and Parkinson's disease and other neurological disorders. Specific activities include development of public service announcements, brochures, printing materials as part of a national public education campaign on stroke, and patient recruitment support for Parkinson's trials.	Completed	Public relations firm	0	0	\$1,365,328	<b>\$1,365,328</b>



**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
OPHS/OMH	Closing the Health Gap: Take a Loved One to the Doctor Day 2003— 03T05623501D	Conduct strategically targeted media outreach to promote the department's Closing the Health Gap campaign and Take a Loved One to the Doctor Day, with particular emphasis on African American audiences. This includes public service announcement production and media outreach.	Not competed	Media organization	\$194,600			\$194,600
OPHS/OMH	Closing the Health Gap: Take a Loved One to the Doctor Day  2004— 0404P035155	Provide services and voice talent to develop, promote, and broadcast health messages to African Americans throughout the U.S. This includes public service announcement development and assisting in the campaign launch.	Not competed	Public relations firm		\$99,999		\$99,999
OPHS/OMH	Infant Mortality and Health Disparities Radio Campaign  2004— HHSP23320042 201TC	Develop, produce, and test public service announcements for media campaign to reduce infant mortality among African Americans.	Not competed	Media organization		\$200,000		\$200,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
OPHS/OMH	Integrated Marketing Services—African American/Hispanic Outreach for Closing the Health Gap: Take a Loved One to the Doctor Day/Celebra la Vida Con Salud 2004—0404CT36380	Provide integrated, comprehensive multicultural marketing and planning services to develop and conduct a strategically targeted media outreach plan, the execution of such to promote the department's Closing the Health Gap campaign in general and Take a Loved One to the Doctor Day/Clebra la Vida Con Salud, in particular.	Not competed	Public relations firm	0	\$1,874,600	0	\$1,874,600
OPHS/OMH	Spanish-language campaign for Take a Loved One to the Doctor Day 2003—Not Available	Conduct strategically targeted media outreach to promote the department's Closing the Health Gap campaign for Hispanic audiences through the Your Passport to Good Health Hispanic health fairs and radio messages. This includes producing public service announcements and conducting the logistics of health fairs.	Not competed	Public relations firm	\$99,982			\$99,982

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
OPHS/OSG	<i>The New Physician</i> magazine  2003— 03P32203601D	Ad design to recruit new physicians and medical students into the Public Health Service Commissioned Corps.	Not competed	Media organization	\$10,486	0	0	<b>\$10,486</b>
OPHS/OSG	Job Posting  2003— 03P32202301D	Advertise recruitment material for the Commissioned Corps.	Not competed	Advertising agency	\$11,370	0	0	<b>\$11,370</b>
OPHS/OSG	Name not available  2003—not available	Development of documentary video to educate and inform viewers of the important role of the Public Health Service Commissioned Corps.	Not competed	Media organization	\$56,675	0	0	<b>\$56,675</b>
OPHS/OSG	Name not available  2003—not available	Develop recruitment television advertising package.	Not competed	Media organization	\$52,955	0	0	<b>\$52,955</b>
OPHS/OSG	Name not available  2003— 03P32206501D	Television and Internet advertising to educate the general public about the mission and work of the Commissioned Corps, and recruit health care students and professional into a career in the Corps.	Not competed	Media organization	\$141,600	0	0	<b>\$141,600</b>

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
OPHS/OWH	National Breastfeeding Awareness Campaign 2003— 86369 (GovWorks, Dept. of the Interior) 2004— 86369 (GovWorks, Dept. of the Interior) 2005— 86369 (GovWorks, Dept. of the Interior)	Broaden the awareness of breastfeeding for the general public by launching a National Breastfeeding Awareness Campaign to increase subsequent rates of exclusive breastfeeding in first-time mothers. This includes project management and administration; creative strategic planning and formative research; concept development; program implementation, including campaign launch materials distribution to all major media markets; support for local community outreach activities; and evaluation.	Not competed	Media organization	\$452,771	\$727,364	\$212,148	\$1,392,283

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
SAMHSA	National Association of State Mental Health Program Directors  2004—280-04-0091 2005—280-04-0091	Develop a set of four new fact sheets on mental disorders addressing the issues of eating disorders, obsessive compulsive disorder, co-occurring disorders, and substance abuse, and provide bibliography/publications list of material.  Develop a set of revised fact sheets addressing: children's mental health, emotional and behavioral disorders, anxiety disorders in children and adolescents, attention-deficit hyperactivity disorder, conduct disorder, major depression, and bipolar disorders.	Competed	Media organization		\$1,632,015		\$1,632,015

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
SAMHSA	Name not available 2003—280-2003-00016-0002 2004—280-2003-00016-0002 2005—280-2003-00016-0002	Provide SAMHSA with communications support in developing and disseminating material to educate service providers, consumers, policy makers, the media, and the general public about SAMHSA, its work, programs and products, and new developments in mental health services, addiction treatment and substance abuse prevention. This includes media-related assistance and press conference support; logistical support for up to six press conferences per year; assistance with media outreach for specific regional events; organizing radio tours; media tracking of broadcast and print material; and conducting analysis and research.	Competed	Advertising agency		\$45,000		\$45,000

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
SAMHSA	Safe Schools/ Healthy Students  2003—280-99-0205 2004—280-99-0205 2005—280-99-0205	Develop marketing products and add a press packet to disseminate as part of a public information campaign. Initiate a targeted public information campaign to educate the media, the public, and current professionals providing suicide prevention.	Competed	Advertising agency	\$1,132,676			\$1,132,676
SAMHSA	Recovery Month Support Group 2003—270-03-9000 2004—270-03-9000 2005—270-03-9000	Develop broadcast and print public service announcements for Recovery Month. Educate the public, with a particular focus on treatment providers and at-risk populations, and how to access treatment services.	Competed	Advertising agency	\$1,132,676			\$1,132,676

**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
SAMHSA	National Health Campaign: The Anti-Stigma Campaign and the National Underage Drinking Public Service Campaign  2004—280-04-0084 2005—280-04-0084	Provide parent with awareness and knowledge about how parental communication with youth affects underage drinking. Design, plan, and produce publications, TV, radio, print, Internet, and other mass media communications.	Competed	Advertising agency		\$1,829,234		\$1,829,234
<b>Total</b>					<b>\$117,422,148</b>	<b>\$115,009,486</b>	<b>\$71,195,297</b>	<b>\$303,626,831</b>

Source: GAO analysis of data submitted by departments.

ACF = Administration for Children and Families

AHRQ = Agency for Health Care Research and Quality

AOA = Administration on Aging

CDC = Centers for Disease Control and Prevention

CVM = Center for Veterinary Medicine

FDA = Food and Drug Administration

HRSA = Health Resources and Services

IHS = Indian Health Service

NCCAM = National Center for Complementary and Alternative Medicine

NCI = National Cancer Institute

NHGRI = National Human Genome Research Institute

NHLBI = National Heart, Lung, and Blood Institute

NIAAA = National Institute on Alcohol Abuse and Alcoholism

NIAID = National Institute of Allergy and Infectious Diseases

NIAMS = National Institute of Arthritis and Musculoskeletal and Skin Diseases

NIDA = National Institute on Drug Abuse

NIDDK = National Institute of Diabetes and Digestive and Kidney Diseases

NIH = National Institutes of Health

NLM = National Library of Medicine



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**Appendix V: Contracts with the Media:  
Department of Health and Human Services,  
Fiscal Years 2003-2005**

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OGD = Office of Generic Drugs

OMH = Office of Minority Health

OPHS = Office of Public Health and Science

OWH = Office on Women's Health

SAMHSA = Substance Abuse and Mental Health Services Administration

SG = Office of the Surgeon General

# Appendix VI: Contracts with the Media: Department of Homeland Security, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (March 31, 2005), the Department of Homeland Security reported 9 contracts with obligations totaling about \$24 million.
- As shown in table 9, the 9 contracts consisted of 2 with advertising agencies, with obligations of \$20,858,168; 3 contracts with public relations firms, with obligations of \$2,284,069; and 4 contracts with media organizations, with obligations of \$734,290. There were no reported contracts with individual members of the media.
- A more detailed description of the department's contracts with media vendors is provided in table 10. The one non-competed contract involved an expansion of work performed under a previous arrangement. This avoided the costs of creating new concepts, new graphics, and television spots.

**Table 9: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of Homeland Security**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$13,291,829	1	\$4,659,154	2	\$2,907,185	1	\$20,858,168	2
Public relations firm	1,644,112	3	639,957	1	0	0	2,284,069	3
Media organization	647,350	1	51,823	2	35,117	2	734,290	4
Individual member of the media	0	0	0	0	0	0	0	0
Missing firm data	0	0	0	0	0	0	0	0
<b>Total</b>	<b>\$15,583,291</b>	<b>5</b>	<b>\$5,350,934</b>	<b>5</b>	<b>\$2,942,302</b>	<b>3</b>	<b>\$23,876,527</b>	<b>9*</b>

Source: GAO analysis of data submitted by departments.

Note: Additionally, DHS submitted a questionnaire for a US-VISIT Public Education and Information Campaign contract for fiscal year 2005—that contract did not incur obligations during the study time frame; an interagency agreement between the U.S. Citizenship and Immigration Service and the ICE media center had an incurred obligation of \$33,491 in fiscal year 2005. Figures for 2005 are for the first two quarters only.

**Appendix VI: Contracts with the Media:  
Department of Homeland Security, Fiscal  
Years 2003-2005**

**Table 10: Media Contracts Reported by the Department of Homeland Security for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FEMA	Citizen Corps Case Study Project  2003—EMW-2003-DO-0173	Capture best practices and lessons learned from communities involved in the Citizen Corps program. These would be adopted in other communities interested in participating in the Citizen Corps.	Completed	Public relations firm	\$48,487	0	0	\$48,487
FEMA	Citizen Corps/Community Emergency Response Team (CERT) Communications Support Contract  2003—EMW-2003-BP-0471	Develop and implement a communications plan to build an awareness of the Citizen Corps and Community Emergency Response Teams Program (CERT), thereby promoting and facilitating volunteer, training, and public education opportunities. This includes media outreach, materials development, on-site planning, exhibit/conference coordination, and partner development.	Completed	Public relations firm	\$903,481	0	0	\$903,481

**Appendix VI: Contracts with the Media:  
Department of Homeland Security, Fiscal  
Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
FEMA	National Flood Insurance Program Marketing and Communications Outreach 2003—EMW-2003-BP-0438 2004—EMW-2003-BP-0438 2005—EMW-2003-BP-0438	Increase the number of national Flood Insurance Program policies by a minimum of 5 percent annually. Employ an integrated, targeted marketing approach for new policy acquisition that includes direct response TV and print advertising, public outreach, direct mail, digital work including FloodSmart.gov, e-mail, online advertising, and sales support materials.	Completed	Advertising agency	\$13,291,829	\$1,218,322	0	<b>\$14,510,151</b>
FEMA	US Fire Administration Fire Safety Campaign 2003—EME-1999-CO-0557 2004—EME-1999-CO-0557	Identify, develop, and implement a fire safety action plan targeted to specific high-risk audiences, and those specific fire and life-safety problems affecting those groups. Test and evaluate education materials through such means as focus groups, technical advisory panels, and one-to-one interviews with appropriate audiences.	Completed	Public relations firm	\$692,144	\$639,957	0	<b>\$1,332,101</b>

**Appendix VI: Contracts with the Media:  
Department of Homeland Security, Fiscal  
Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
Office of the Secretary	Ready Campaign Contract 2004—HSHQP-A-04-C-00001 2005—HSHQP-A-04-C-00001/00002	Help the U.S. Department of Homeland Security produce the Ready Campaign, a public service integrated marketing campaign designed to educate and empower Americans about how to prepare for and respond to terrorist attacks and other emergencies. Includes the production of print, television, radio, Internet, and out-of-home public service announcements, associated exploratory research, quantitative surveys to measure the campaign's effect, supportive public relations outreach, and administrative costs.	Not competed	Advertising agency	\$3,440,832	\$2,907,185	<b>\$6,348,017</b>	

**Appendix VI: Contracts with the Media:  
Department of Homeland Security, Fiscal  
Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
TSA	Media Services 2003—DTSA-20-03-P-00570	Assist TSA in keeping the public informed of all new security procedures and policies by providing camera and production crews for video news releases (VNRs), satellite media tours (SMTs), and radio media tours (RMTs), in addition to coordinating logistics and notifying and pitching to TV stations nationwide.	Competed	Media organization	\$647,350			\$647,350
TSA	Media Services 2004—HSTS-03-04-D-COM-005	Assist TSA in its continuous education campaign to remind passengers of new security procedures and policies by providing camera and production crews to conduct satellite media tours or radio media tours, and lighting and sound, in addition to coordinating logistics and notifying and pitching to TV stations nationwide.	Competed	Media organization		\$30,834	\$25,917	\$56,751

**Appendix VI: Contracts with the Media:  
Department of Homeland Security, Fiscal  
Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual awarded prime contract	Obligations incurred			Obligation total
					2003	2004	2005	
TSA	Media Services 2004—HSTS-03-04-D-COM-006	Assist TSA in its continuous education campaign to remind passengers of the new security procedures and policies, by providing camera and production crews to conduct satellite media tours, including cameras, lighting, and sound.	Competed	Media organization		\$20,989		<b>\$20,989</b>
TSA	Media Services 2004—HSTS-03-04-D-COM-004	Assist TSA in its continuous education campaign to remind passengers of the new security procedures and policies, by providing camera and production crews to conduct satellite media tours, including cameras, lighting, and sound, and notifying and pitching to TV stations nationwide.	Competed	Media organization			\$9,200	<b>\$9,200</b>
<b>Total</b>					<b>\$15,583,291</b>	<b>\$5,350,934,</b>	<b>\$2,942,302</b>	<b>\$23,876,527</b>

Source: GAO analysis of data submitted by departments.

FEMA = Federal Emergency Management Administration

TSA = Transportation Security Administration

# Appendix VII: Contracts with the Media: Department of the Interior, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of the Interior reported 72 contracts with obligations totaling about \$8 million.
- As shown in table 11, the 72 contracts consisted of 51 contracts with media organizations, with obligations of \$6,647,613; 11 contracts with public relations firms, with obligations of \$894,274; 2 contracts with advertising agencies, with obligations of \$42,684; and 6 contracts with individual members of the media, with obligations of \$30,340.
- A more detailed description of the department's contracts with media vendors is provided in table 12.

**Table 11: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of the Interior**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$41,934	2	0	0	\$750	1	\$42,684	2
Public relations firm	394,897	8	\$479,377	6	20,000	1	894,274	11
Media organization	2,157,985	32	2,782,024	42	1,707,604	26	6,647,613	51
Individual member of the media	3,565	2	5,700	3	21,075	3	30,340	6
Missing firm data	5,000	2	5,000	2	0	0	\$10,000	2
<b>Total</b>	<b>\$2,603,381</b>	<b>46</b>	<b>\$3,272,101</b>	<b>53</b>	<b>\$1,749,429</b>	<b>31</b>	<b>\$7,624,911</b>	<b>72</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.



**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

**Table12: Media Contracts Reported by the Department of the Interior for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Bureau of Reclamation	Name not available 2003— 03PG810647	Provide message development consultation and training for officials of the Bureau of Reclamation, U.S. Fish and Wildlife Service, Bureau of Indian Affairs, and the Office of the Secretary of the Interior, including sessions targeting both verbal and nonverbal communication skills and message delivery training through interactive instruction and on-camera practice.	Not competed	Public relations firm	\$10,000	0	0	\$10,000
Bureau of Reclamation	Name not available 2004— 04PG810716	Provide media training for Reclamation's senior executives, including 1 full day of general media training for 8 participants and 1/2 day of individual one-on-one training.	Competed	Public relations firm	0	\$12,500	0	\$12,500

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Bureau of Reclamation	Name Not available 2003— 03PG810639	Provide strategic communications training at Reclamation's Public Affairs Group Conference.	Completed	Public relations firm	\$6,500	0	0	<b>\$6,500</b>
Bureau of Reclamation	Name not available 2003— 03PG810321	Design and create a PowerPoint presentation, a backup document, and an accompanying executive summary for an innovative new water initiative.	Completed	Advertising agency	\$12,064	0	0	<b>\$12,064</b>
Bureau of Reclamation	Name not available	Scriptwriting for Hungry Horse Dam virtual tour.	Not competed	Individual member of the media	\$965	0	0	<b>\$965</b>
Bureau of Reclamation	Name not available	Scriptwriting and voice-over for the Black Rock assessment video.	Not competed	Individual member of the media	0	0	\$1,000	<b>\$1,000</b>
Bureau of Reclamation	Name not available	Scriptwriting and voice-over for the Yakima Basin storage study video.	Not competed	Individual member of the media	0	\$900	0	<b>\$900</b>
Bureau of Reclamation	Name not available	Rewrite of script and voice-over for Hungry Horse Dam virtual tour.	Not competed	Individual member of the media	0	\$800	\$75	<b>\$875</b>
Bureau of Reclamation	Name not available 2005—No number assigned	Simulate field interviews for media training workshop.	Not competed	Media organization	0	0	\$100	<b>\$100</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Bureau of Reclamation	Name not available 2003—Purchase Order 2004—Purchase Order 2005—Purchase Order	Video footage shooting and editing.	Not competed	Media organization	\$5,000	\$5,000	\$5,000	\$15,000
Bureau of Reclamation	Name not available 2003—Pay by check, under special procurement authorization 2004—Pay by check, under special procurement authorization	Media/communications training for managers and staff.	Not competed	Individual member of the media	\$2,600	\$4,000	0	\$6,600
Department of the Interior	Name not available 2003—Charge Card 2004—Charge Card	Provide information on Interior Department Small and Minority Business programs for Resource Guide for Asian and Pacific American Businesses.	Not competed		\$2,500	\$2,500	0	\$5,000

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Department of the Interior	Name not available 2003—Charge Card 2004—Charge Card	Identify Interior as a sponsor and contributor to information on women and diversity in business, in an annual resource book targeted at women-owned businesses.	Not competed		\$2,500	\$2,500	0	\$5,000
Department of the Interior	Name not available 2005—Charge Card	Publish an ad informing service-disabled veteran-owned businesses of assistance and opportunities within the department.	Not competed	Media organization	0	0	\$2,500	\$2,500
Indian Arts and Crafts Board	American Indian Art 2003—SBK00030039 2004—SBK00040074	Provide Indian Arts and Crafts Board advertisement in the <i>American Indian Art Magazine</i> in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$2,522	\$2,620	\$2,620	\$7,762
Indian Arts and Crafts Board	Collector's Guide	Provide Indian Arts and Crafts Board advertisement in the <i>Collector's Guide</i> magazine in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$3,650	\$3,950	0	\$7,600

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Indian Arts and Crafts Board	Eight Northern Pueblos Visitor's Guide 2003— SBK00030013	Provide Indian Arts and Crafts Board advertisement in the <i>Eight Northern Pueblos Visitor Guide</i> , highlighting culture in the eight northern Pueblos and to educate the consumer about the Indian Arts and Crafts Act.	Not competed	Media organization	\$2,100			\$2,100
Indian Arts and Crafts Board	Guest Informant	Provide Indian Arts and Crafts Board advertisement in Guest Information publications (the <i>Tuscon In-Room Guide</i> , the <i>Tuscon and Anzana Quick Guide</i> ) in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$4,990	\$15,950	\$11,955	\$32,895
Indian Arts and Crafts Board	Indian Country Today 2004— SMK0004027 5	Provide Indian Arts and Crafts Board advertisement in <i>Indian Country Today</i> .	Not competed	Media organization		\$403		\$403

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Indian Arts and Crafts Board	Madden Publishing	Provide Indian Arts and Crafts Board advertisement in Madden publications (the <i>Phoenix Explorer</i> and <i>Valley Guide Quarterly</i> ) in order to educate the visiting and local consumer population in Arizona about the Indian Arts and Crafts Act.	Not competed	Media organization	\$13,818	\$9,829	\$3,368	<b>\$27,015</b>
Indian Arts and Crafts Board	Native People's Magazine	Provide Indian Arts and Crafts Board advertisement in <i>Native People's Magazine</i> , so as to educate the American Indian and Alaskan Native populations about the Indian Arts Crafts Act.	Not competed	Media organization	\$6,997	\$6,457	\$3,022	<b>\$16,476</b>
Indian Arts and Crafts Board	New Mexico Magazine	Provide Indian Arts and Crafts Board advertisement in <i>New Mexico Magazine</i> and <i>New Mexico Vacation Guide</i> , in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$24,015	\$24,015	\$14,955	<b>\$62,985</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Indian Arts and Crafts Board	Oklahoma Today	Provide Indian Arts and Crafts Board advertisement in each addition of <i>Oklahoma Today</i> , in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$1,950	\$5,850	\$975	<b>\$8,775</b>
Indian Arts and Crafts Board	Pueblo Journal	Provide Indian Arts and Crafts Board advertisement in the <i>Pueblo Journal</i> , specifically targeting members of New Mexico's 19 Pueblo Tribes, with the purpose of educating them about the Indian Arts and Crafts Act.	Not competed	Media organization		\$632		<b>\$632</b>
Indian Arts and Crafts Board	Ramona Hutko 2003— SMK0002016 3;SMK000302 34 2004— SMK0004006 5,SMK000403 35	Further develop the agency's public relations program, through outreach design, educational, and promotional materials.	Not competed	Public relations firm	\$29,417	\$2,965	0	<b>\$32,382</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Indian Arts and Crafts Board	Santa Fean	Provide Indian Arts and Crafts Board advertisement in the <i>Santa Fean</i> magazine, in order to reach the consumer population and educate the public about the Indian Arts and Crafts Act.	Not competed	Media organization	\$10,360	\$8,404	\$2,872	\$21,636
Indian Arts and Crafts Board	Southwest Art	Provide Indian Arts and Crafts Board advertisement in <i>Southwest Art Magazine's</i> special "Indian Art" issue, August 2003. The issue was targeted to consumers of Indian arts and crafts, and a valuable opportunity to educate this segment of the population about the Indian Arts and Crafts Act.	Not competed	Media organization	\$787			\$787
Indian Arts and Crafts Board	Visitor magazine 2003— SMK0003011 4 2004— SMK0003032 6 2005— SMK0005001 5	Provide Indian Arts and Crafts Board advertisement in the <i>Visitor Guide</i> , a publication devoted to Indian arts and crafts, and other tourist information, in the Rapid City, South Dakota, region.	Not competed	Media organization	\$2,575	\$2,575	\$2,575	\$7,725



**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Minerals Management Services	Finger Lakes Productions 2004—3A-4000-YRE	Public education program, Our Oceans World, produced as an initiative of the U.S. Commission on Ocean Policy to educate America about our nation's oceans.	Not competed	Public relations firm	0	\$28,115	0	\$28,115
National Park Service, Grand Canyon National Park	R8219040718 CRMP DEIS 2004— C8219040718	Community and media relations and other tasks involving the public in the Draft Colorado River Management Plan (CRMP) and Environmental Impact Statement (EIS), including distribution of a newsletter announcing public meetings, coordinating logistics throughout the country, researching and arranging for meeting locations, and establishing city information repositories.	Not competed	Public relations firm		\$200,000	\$20,000	\$220,000

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harper Ferry Center	Multimedia Planning and Production 2003— C1130030161 2004— C1130030161 2005— C1130030161	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive multimedia programs.	Competed	Media organization	\$40,791	\$53,945	0	\$94,736

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harper Ferry Center	Multimedia Planning and Production 2003— C1130030158 2004— C1130030158 2005— C1130030158	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive multimedia programs. This includes planning, design, development, and production of multimedia program and Web sites, and installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Competed	Media organization	0	0	\$59,950	<b>\$59,950</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harper Ferry Center	Multimedia Planning and Production 2003— C1130030159 2004— C1130030159 2005— C1130030159	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive multimedia programs. This includes planning, design, development, and production of multimedia program and Web sites, and installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Competed	Media organization	0	\$29,692	0	\$29,692

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C113098059 and C1130030169 2004— C1130030169 2005— C1130030169	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$28,367	\$280,916	\$417,963	<b>\$727,246</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C1130030167 2004— C1130030167 2005— C1130030167	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$264,495	\$246,823	0	\$511,318

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C1130030166 2004— C1130030166 2005— C1130030166	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	0	\$175,889	\$209,675	<b>\$385,564</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C113098060; 2004— C1130030165 2005— C1130030165	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	0	\$277,384	\$91,667	<b>\$369,051</b>



**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C113098063 2004— C1130030171 2005— C1130030171	Meet the multimedia planning and production needs of the Department of the Interior, National Park, Service and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$253,003	\$10,988	\$60,664	<b>\$324,655</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C1130030163 2004— C1130030163 2005— C1130030163	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	0	\$98,168	\$207,490	<b>\$305,658</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C1130030172 2004— C1130030172 2005— C1130030172	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$106,993	0	0	\$106,993

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Complete Audiovisual Productions and Audiovisual Production Services 2003— C1130030170 2004— C1130030170 2005— C1130030170	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	0	\$1,500	0	\$1,500

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010145 2004— C1190010145 2005— C1190010145	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$174,642	\$201,615	\$1,989	<b>\$378,246</b>
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010163 2004— C1190010163 2005— C1190010163	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$343,340	0	0	<b>\$343,340</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010157 2004— C1190010157 2005— C1190010157	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	0	\$70,364	\$235,525	<b>\$305,889</b>
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010162 2004— C1190010162 2005— C1190010162	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$221,688	\$8,433	\$49,960	<b>\$280,081</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010148 2004— C1190010148 2005— C1190010148	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$184,628	\$14,262	\$34,900	<b>\$233,790</b>
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010154 2004— C1190010154 2005— C1190010154	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	0	\$196,519	0	<b>\$196,519</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010164 2004— C1190010164 2005— C1190010164	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$54,714	\$124,797	0	\$179,511
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010147 2004— C1190010147 2005— C1190010147	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	0	\$175,678	0	\$175,678



**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010159 2004— C1190010159 2005— C1190010159	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$984	\$130,645	0	\$131,629
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010161 2004— C1190010161 2005— C1190010161	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$75,663	\$23,946	0	\$99,609

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010155 2004— C1190010155 2005— C1190010155	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	\$88,544	\$6,200	0	<b>\$94,744</b>
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010152 2004— C1190010152 2005— C1190010152	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Completed	Media organization	0	\$66,800	0	<b>\$66,800</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010156 2004— C1190010156 2005— C1190010156	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Competed	Media organization	0	\$56,788	0	\$56,788
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010150 2004— C1190010150 2005— C1190010150	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Competed	Media organization	0	\$44,046	0	\$44,046

**Appendix VII: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010160 2004— C1190010160 2005— C1190010160	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Competed	Media organization	0	\$38,000	0	<b>\$38,000</b>
National Park Service, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010153 2004— C1190010153 2005— C1190010153	Develop, plan, and design interpretive media. Exhibit planning and design services including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Competed	Media organization	0	\$24,500	0	<b>\$24,500</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Multimedia Planning and Production 2003— C113098029; C1130030162 2004— C1130030162 2005— C1130030162	Planning, design, development, and production of multimedia programs and Web sites. Also planning, installation, and maintenance of audiovisual systems and hardware at National Park Service locations. The purpose of this contract is to meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive multimedia programs.	Completed	Media organization	\$6,499	\$14,362	\$70,494	<b>\$91,355</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Multimedia Planning and Production 2003— C113098030	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$14,835			\$14,835

**Appendix VII: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center	Outdoor Planning and Design Services 2003— P1170030023 2004— P1142040014, P1106040049, P1142040013, P1106040073 2005- P1114050001, P1106050015	Develop, plan, and design outdoor interpretive media. Outdoor exhibit planning and design services, including on-site planning, preparation of exhibit proposal, text writing and final concept design, and production.	Not available for competition	Media organization	\$62,861	\$167,279	\$189,682	<b>\$419,822</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Harpers Ferry Center.	Multimedia Planning and Production 2003— C113098028, C1130030160 2004— C1130030160 2005— C1130030160	Meet the multimedia planning and production needs of the Department of the Interior, National Park Service, and occasionally other agencies of the government, by providing ready access to the skills, products, and services necessary to produce and deliver high-quality interpretive film programs. This includes research, treatment, scriptwriting, and all phases of production and postproduction, with installation and maintenance of audiovisual systems and hardware at National Park Service locations.	Completed	Media organization	\$9,144	0	\$13,703	\$22,847



**Appendix VII: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Intermountain Region	Name not available 2003— Charge Card	Provision of media consulting and training, including media training for superintendents and other senior personnel involved in the Winter Use Plan for Yellowstone and Grand Teton National Parks. Services include message and sound bite development, use of TV clips, videotaped mock interviews with analysis, and instruction on effective delivery techniques.	Not competed	Public relations firm	\$16,000	0	0	\$16,000
National Park Service, Intermountain Region	Name not available 2003— Charge Card	Media consulting and training. Media training and consultation for superintendents, including message development, effective presentation, and issue consultation.	Not competed	Public relations firm	\$15,500	0	0	\$15,500
National Park Service, Intermountain Region	Name not available 2003— Charge Card	Media consultation and training, including production of a video news release on Winter Use Plan.	Not competed	Public relations firm	\$7,297	0	0	\$7,297

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
National Park Service, Outer Banks Group-Wright Brothers National Memorial	Name not available 2003— P519003A011 2004— P5190040017	Provide media relations support for the North Carolina First Flight Centennial Celebration, including provision of media support for events, media tracking, and wrap-up reports.	Competed	Public relations firm	\$67,446	\$115,771	0	\$183,217
National Park Service, Washington Support Office, Federal Law Enforcement Training Center	Name not available 2005— P2675050017	Law enforcement media relations training, including instructing four Telnet courses and two on-site courses, regarding media relations as related to law enforcement.	Competed	Individual member of the media			\$20,000	\$20,000
National Park Services, Harpers Ferry Center	Exhibit Planning and Design Services 2003— C1190010158 2004— C1190010158 2005— C1190010158	Develop, plan, and design interpretive media. Exhibit planning and design services, including design workshops, research and preparation of resource packages, development of concept plans, preparation of resource information, and final exhibit plan packages.	Competed	Media organization	\$47,280	\$10,000	0	\$57,280

**Appendix VII: Contracts with the Media:  
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Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Office of Communications	National Association of Farm Broadcasters Services (NFBS) 2004—NBCP04229 2005—NBCP05449	Usage distribution of text and audio news releases to the NFBS and production of two audio news releases and text.	Not competed	Media organization	0	\$11,000	\$11,000	<b>\$22,000</b>
Public Affairs, Media Services	Name not available 2003—03PG107620	Develop interface for a tour of Reclamation's Hungry Horse Dam in Montana, including writing code, editing photos, and video, and other types of support media.	Competed	Media organization	\$15,000	\$4,000	\$3,000	<b>\$22,000</b>
U.S. Fish and Wildlife Service-National Wildlife Refuge System	Name not available 2003—98210-0-J077 2004—98210-0-J077	Produce a series of vignettes pertaining to the public and conservation programs of the National Wildlife Refuge System, produce features, and produce vignettes and full-length programs for outdoor segment of TV station.	Not available for competition	Media organization	\$85,750	\$131,800		<b>\$217,550</b>

**Appendix VII: Contracts with the Media:  
Department of the Interior, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
U.S. Fish and Wildlife Service-National Wildlife Refuge System	Name not available 2003—GS-23F-0334K 2004—GS-23F-0334K	Provide communications services, including: campaign management system, media tracking, focus group research, public relations activity, and support relating to major events in coordination with Fish and Wildlife Service communications activities.	Competed	Public relations firm	\$242,737	\$120,026	0	\$362,763
U.S. Fish and Wildlife Service-AEA	Waterfowl Survey Program 50th 2003—GS23F0334K; GS23F0335K 2005—GS23F0334K/ 982103x797	Consultation, design, and production services. Developed overall look and identity for Waterfowl Program Survey program and 50th anniversary. Reviewed current version of the communication plan and fine-tuned messages and strategies.	Competed	Advertising agency	\$29,870		\$750	\$30,620
<b>Total</b>					<b>\$2,603,381</b>	<b>\$3,272,101</b>	<b>\$1,749,429</b>	<b>\$7,624,911</b>

Source: GAO analysis of data submitted by departments.

# Appendix VIII: Contracts with the Media: Department of the Treasury, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of the Treasury reported 16 contracts with obligations totaling about \$152 million.
- As shown in table 13, the 16 contracts consisted of 6 contracts with advertising agencies, with obligations of \$91,146,674; 3 contracts with public relations firms, with obligations of \$60,443,160; and 7 contracts with media organizations, with obligations of \$216,968. There were no reported contracts with individual members of the media.
- A more detailed description of the department's contracts with media vendors is provided in table 14.

**Table 13: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of the Treasury**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$30,008,518	3	\$44,225,659	6	\$16,912,497	5	\$91,146,674	6
Public relations firm	34,385,466	2	11,150,758	2	14,906,936	2	60,443,160	3
Media organization	62,582	5	104,716	2	49,670	1	216,968	7
Individual member of the media	0	0	0	0	0	0	0	0
Missing firm data	0	0	0	0	0	0	0	0
<b>Total</b>	<b>\$64,456,566</b>	<b>10</b>	<b>\$55,481,133</b>	<b>10</b>	<b>\$31,869,103</b>	<b>8</b>	<b>\$151,806,802</b>	<b>16</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

**Table 14: Media Contracts Reported by the Department of the Treasury for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Bureau of Engraving and Printing	Public Education and Awareness Program for Next Generation U.S. Currency 2003—TEP-02-15 2004—TEP-02-15 2005—TEP-02-15	Conduct a domestic and international public education program to communicate information about the new, redesigned currency, including consumer research, campaign branding, outreach and database development, development of educational materials, media relations, and product placement	Competed	Public relations firm	\$33,671,936	\$9,743,246	\$10,979,998	<b>\$54,395,180</b>
Bureau of the Public Debt	Name not available 2003—TPD01C0030 2004—TPD01C0030 2005—TPD01C0030	Produce integrated marketing communications services to educate the public about the features and benefits of Treasury securities, and the availability of the products. Provide services in Web site design and development, public relations, research, and advertising.	Competed	Advertising agency	\$1,903,937	\$2,594,077	\$705,608	<b>\$5,203,622</b>

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Federal Crimes Enforcement Network (FinCEN)	MSB Outreach Campaign 2003—TPD-00-C0015	Provide education about registration and suspicious activity reporting with respect to the Bank Secrecy Act regulations to key third-party organizations and corporate entities, and their members and employees, as well as conducting media outreach to the African-American, Arab-American, Asian-American, and Latino/Hispanic-American communities.	Competed	Public relations firm	\$713,530	.	.	\$713,530

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Financial Management Service (FMS)	Go Direct Pilot Campaign	Conduct a pilot campaign to find effective ways to promote direct deposit and increase use of direct deposit, resulting in a decline in the number of checks FMS disburses to Social Security and Supplemental Security Income benefit recipients. Conduct campaign development, partner relations, media relations, materials development and production, advertising, planning and implementing a multicultural marketing approach to reach target audience, and establish measurement procedures to track campaign progress, and prepare and adhere to budget.	Competed	Public relations firm	\$1,407,512	\$3,926,938	\$5,334,450	



**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Internal Revenue Service	Multi-Year Communications Contract 2003—TIRNO-02-D-00009 2004—TIRNO-02-D-00009 2005—TIRNO-02-D-00009	Strategic planning, concept development, and execution of the IRS's communications, marketing, and taxpayer information program, including corporate communications concepts, strategic planning, account management, market research, multilingual/multicultural communications, internal communications, creative development, interactive marketing, public relations, direct marketing, media research and buying, and measurement and evaluation.	Competed	Advertising agency	\$16,757,079	\$22,846,127	\$1,857,000	<b>\$41,460,206</b>

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
Internal Revenue Service/ Office of Human Capital	Recruitment/ Advertising and Marketing Support Services 2004—GS-23F-0076J, TIRNO-04-Z-00011 2005—GS-23F-0076J, TIRNO-04-Z-00011	Aid the IRS in the development of a strategic approach to recruitment for all the major IRS occupations. Work includes research and analysis, employment marketing, vacancy advertising, IRS careers Web-site, on-line marketing Collateral Catalogue, other Internet activities, recruitment marketing campaign support, national print media campaign, advertising, television commercials, and photo shoots.	Competed	Advertising agency	0	\$261,516	\$748,440	\$1,009,956

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
United States Mint	Name not available 2004—TM-K-258 2005—TM-K-258	Develop new national advertising program focused on promoting the U.S. Mint's core products. This includes providing, developing, and executing the national advertising program of television commercials, radio and print advertising, media planning and media buys, program management services, ad testing and pre- and postcampaign analysis.	Competed	Advertising agency	\$7,166,792	\$6,602,843	<b>\$13,769,635</b>	

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
United States Mint	Name not available 2003—TM-K-211	Develop new national advertising program focused on promoting the U.S. Mint's core products. This includes providing, developing, and executing the national advertising program of television commercials, radio and print advertising, media planning and media buys, program management services, ad testing and pre- and postcampaign analysis.	Competed	Advertising agency	\$11,347,502	\$1,666,261		<b>\$13,013,763</b>
United States Mint, Office of Sales and Marketing	FY 04/05 Advertising 2004—TM-K-258 2005—TM-K-258	Provide print and broadcast advertising for U.S. Mint numismatic products sold to the public by engaging in creative development, production, marketing research, and media purchasing.	Competed	Advertising agency	0	\$9,690,886	\$6,998,606	<b>\$16,689,492</b>

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
United States Mint, Office of Sales and Marketing	Name not available 2004—TMK-255	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization		\$86,216	\$49,670	<b>\$135,886</b>
United States Mint, Office of Sales and Marketing	Name not available 2004—TM-HQ-5853	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization		\$18,500		<b>\$18,500</b>
United States Mint, Office of Sales and Marketing	Name not available 2003—TM-HQ-5499	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization	\$17,500			<b>\$17,500</b>

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
United States Mint, Office of Sales and Marketing	Name not available 2003—TM-HQ-5617	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization	\$15,460			\$15,460
United States Mint, Office of Sales and Marketing	Name not available 2003—TM-HQ-5218	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization	\$14,922			\$14,922
United States Mint, Office of Sales and Marketing	Name not available 2003—TM-HQ-5323	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Competed	Media organization	\$7,500			\$7,500

**Appendix VIII: Contracts with the Media:  
Department of the Treasury, Fiscal Years  
2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred			Obligation total
					2003	2004	2005	
United States Mint, Office of Sales and Marketing	Name not available 2003—TM-HQ-5217	Provide video support for 50 States Quarter Program, Commemorative Coin campaigns, and media event. This includes production and distribution of video and radio news releases under the name of the United States Mint.	Completed	Media organization	\$7,200			\$7,200
<b>Total</b>					<b>\$64,456,566</b>	<b>\$55,481,133</b>	<b>\$31,869,103</b>	<b>\$151,806,802</b>

Source: GAO analysis of data submitted by departments.

# Appendix IX: Contracts with the Media: Department of Veterans Affairs, Fiscal Years 2003-2005

- For fiscal years 2003 through 2005 (through March 31, 2005), the Department of Veterans Affairs reported one contract with obligations totaling about \$6 million.
- As shown in table 15, the one contract was with an advertising agency, with obligations of \$5,603,000.
- A more detailed description of the department's single media contract is provided in table 16.

**Table 15: Number of Contracts and Incurred Obligations, by Type of Firm/individual, for Fiscal Years 2003-2005 for the Department of Veterans Affairs**

Type of firm/individual	Obligations incurred 2003		Obligations incurred 2004		Obligations incurred 2005		Obligation total	
	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts	Total	Number of contracts
Advertising agency	\$2,800,000	1	\$2,130,000	1	\$673,000	1	\$5,603,000	1
Public relations firm	0	0	0	0	0	0	0	0
Media organization	0	0	0	0	0	0	0	0
Individual member of the media	0	0	0	0	0	0	0	0
Missing firm data	0	0	0	0	0	0	0	0
<b>Total</b>	<b>\$2,800,000</b>	<b>1</b>	<b>\$2,130,000</b>	<b>1</b>	<b>\$673,000</b>	<b>1</b>	<b>\$5,603,000</b>	<b>1</b>

Source: GAO analysis of data submitted by departments.

Note: Figures for 2005 are for the first two quarters only.



**Appendix IX: Contracts with the Media:  
Department of Veterans Affairs, Fiscal Years  
2003-2005**

**Table 16: Media Contracts Reported by the Department of Veterans Affairs for Fiscal Years 2003-2005**

Entity	Contract name and number	Purpose and scope of work	Method used in awarding prime contract	Type of firm/individual	Obligations incurred 2003	Obligations incurred 2004	Obligations incurred 2005	Obligation total
Department of Veterans Affairs	Health Care Staff Recruitment 2003—GS-23F-0136KBPA101-049A3-029 2004—GS-23F-0136KBPA101-049A3-029 2005—GS-23F-0136KBPA101-049A3-029and101-049A3-087	Provide recruitment marketing and advertising services, including the establishment and maintenance of an integrated, coherent recruitment marketing campaign. This includes creating and developing themes, concepts, strategies, and promotional items, design material, Web sites on the Internet and Intranet, and the development of necessary electronic underlying databases and electronic applications.	Competed	Advertising agency	\$2,800,000	\$2,130,000	\$673,000	\$5,603,000
<b>Total</b>					<b>\$2,800,000</b>	<b>\$2,130,000</b>	<b>\$673,000</b>	<b>\$5,603,000</b>

Source: GAO analysis of data submitted by departments.

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# Appendix X: Comments from the Department of Interior

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THE DEPUTY SECRETARY OF THE INTERIOR  
WASHINGTON

DEC 31 2005

Mr. Paul L. Jones  
Director, Homeland Security &  
Justice Team  
U.S. Government Accountability Office  
441 G Street, NW  
Washington, DC 20548

Dear Mr. Jones:

Thank you for providing the Department of the Interior the opportunity to review and comment on the draft U.S. Government Accountability Office reports entitled, "Media Contracts: Activities and Financial Obligations for Seven Federal Departments" (GAO-06-305).

The Department has actively encouraged GAO to provide clarification to contracts it has included in this report as to not unintentionally confuse or mislead the public as to the contracts' true nature. For example, many of the reported contracts are for media training or for production of audiovisuals or exhibits for National Park Service visitor centers. Without adequate clarification, the general public could perceive that all monies listed have been expended for "public relations and advertising" or "media" contracts without indicating that much of what is being reported for the Department of the Interior appears to relate to providing materials for the millions of visitors to national parks and other public lands.

The Department questions whether the production of visitor center materials falls within the scope of this review. Similarly, teaching Federal employees how to deal with members of the news media is done routinely in most agencies, and the practice does not appear to fit the definition of "disseminating messages" to the public, as GAO describes in the beginning of its report.

We also recommend that GAO clarify the purposes of contracts related to training or the production of materials required for visitor services on Interior lands and make a determination as to whether or not they should be included in this report. If GAO determines that these contracts should be included, then GAO should clearly state this in the introduction of its report and footnote it in Table 12.

Table 12

Regarding the number of the contracts submitted from BOR and NPS, we question whether GAO has made clear in its report that many of the reported Interior contracts were designed to provide programs for visitors to Interior lands. The materials provided during this review strongly suggested that GAO was looking for information about true public relations campaigns, advertising, or contracts with members of the news media, especially those who might be presenting Government information without acknowledging its source. If there are contracts with firms who are providing services that are used to produce audiovisuals or interpretive products for visitor centers, it seems that this is something different.

We also question the inclusion of most of the costs reported by BOR and the NPS Federal Law Enforcement Training Center for "training." Training Federal employees on how to respond to media inquiries or conduct a television interview is a routine activity for virtually all Federal agencies. If, however, the "training" also included message development (see the first item for BOR, 2003-03PG810647) in Table 12, then we agree that it falls within the scope of this review.

The National Park Service is providing the following comments.

The National Park Service (NPS) manages 388 units (Parks, Monuments, Seashores, Memorials, Battlefields, etc) established and set aside by Congress to celebrate the natural and culture heritage of America. In 2005, more than 276 million people visited one or more of these units.

One of the primary goals of the NPS is to enhance the visitor experience and provide for public health and safety. This is accomplished in part by providing educational materials, visitor center films, wayside exhibits and other multimedia and static displays. These media efforts are designed for use in the specific park site and are not available for display outside of the park site, nor are they available for broadcast on television or cable networks. The programs and materials are produced by the Harpers Ferry Design Center in Harpers Ferry, West Virginia. Some are produced in-house, but increasingly we are relying on private contractors and media services companies.

Typical programs/materials developed through these companies include:

**Visitor Center Films** (script treatments, video footage, narration, editing);

**Multimedia Presentations** (combination of slide projection, videotape, computer interaction and/or static interpretive displays); and

**Exhibits** (Free standing static displays, wayside exhibits at road overlooks, and interpretive panels).

The GAO draft report on media contracts focuses on contracts with three categories of media production companies:

**Public Relation Firms** (primarily engaged in designing campaigns to promote the interest and image of their clients, including lobbying and political or public relations consulting);

**Advertising agencies** (primarily engaged in creating advertising campaigns and placing such advertisements in the media); and

**Media organizations** (creating content or acquire right to distribute through various outlets, such as radio, TV, newspaper(s), etc.).

The draft GAO report includes 33 National Park Service contracts for media services totaling over \$ 6.3 million covering fiscal years 2003-2005. These contracts are for the development and production of educational efforts such as visitor center films, multimedia presentations, and exhibits as described above. The following is a list of media efforts included in the draft GAO report:

**Visitor Center Films**

Badlands National Park  
Boston National Historical Park  
Cabrillo National Monument  
El Malpais National Monument  
Fort Frederica National Monument  
Fort Necessity National Battlefield  
Fort Stanwix National Monument  
Gateway National Recreation Area  
John Muir National Historic Site  
Kings Mountain National Park  
Moore Creek National Battlefield  
Selma to Montgomery National Historic Trail  
Stones River National Battlefield

**Multi-Media Presentations**

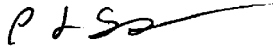
Badlands National Park  
Buffalo National River  
Cowpens National Battlefield  
Hamilton Grange National Memorial  
Homestead National Monument

Independence National Historical Park  
Marsh-Billings-Rockefeller National Historical Park  
Mojave National Preserve  
Mount Rainier National Park  
Rocky Mountain National Park  
Shenandoah National Park  
Sleeping Bear Dunes National Lakeshore  
Stones River National Battlefield  
Yellowstone National Park

**Exhibits**

Abraham Lincoln Birthplace  
Badlands National Park  
Bandelier National Monument  
Biscayne National Park  
Catoctin Mountain Park  
Chickamauga and Chattanooga National Military Park  
Colonial National Historical Park  
Cumberland Island National Seashore  
Fort Moultrie National Monument  
Fort Sumter National Monument  
Gateway National Recreation Area  
Gettysburg National Military Park  
Grand Portage National Monument  
Grand Teton National Park  
Indiana Dunes National Seashore  
Klondike Gold Rush National Historical Park  
Lake Mead National Recreation Area  
Lassen Volcanic National Park  
Lava Beds National Monument  
Manzanar National Historic Site  
Missouri National Recreational River  
Monocacy National Battlefield  
Moores Creek National Battlefield  
New River Gorge National River  
Nez Perce National Historical Park  
Prince William Forest Park  
Timpanogos Cave National Monument  
Timucuan Ecological and Historic Preserve

It is our view that these media efforts should **not** be included in the GAO report as they **do not** fall within the GAO's own definitions of public relations firms, advertising agencies and media organizations. We ask that you please modify the report and exclude the projects listed under the Harpers Ferry Center



P. Lynn Scarlett

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# Appendix XI: GAO Staff Acknowledgments

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## Acknowledgments

The following persons made key contributions to this report: Glenn Davis, Jared Hermalin, R. E. Canjar, Jerry Sandau, Stuart Kaufman, Stan Kostyla, Amanda Miller, Amy Bernstein, Tracy Harris, Sue Conlon, and Anthony Pordes.

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