

## **Department of Natural Resources**

**Administrative Policy No:** 13  
**Effective Date:** July 1, 2005  
**Subject:** Promotional Items  
**Authorization:** R. S. 36:353

### **I. Policy:**

The Department of Natural Resources will purchase and distribute promotional items that increase the public's awareness of the issues of coastal restoration and management, energy conservation; and all other Department educational outreach efforts and initiatives. The Public Information Officer, on behalf of the Secretary, will be responsible for the review and approval of promotional items to be purchased and distributed by the Department.

### **II. Purpose:**

The purpose of this policy is to provide consistency and coordination in the purchase and distribution of promotional items. This will allow the Office of the Secretary to have knowledge of and keep an inventory checklist of materials associated with outreach and public information efforts.

### **III. Applicability:**

This policy applies to all divisions in the Department.

### **IV. Procedures:**

1. The Public Information Officer will be responsible for the review and approval of all purchase requests for promotional items. Requests for purchases should identify the number and type of items to be purchased and date the item was last purchased. Requests for the purchase of promotional items will not be processed without the Public Information Officer's signature.
2. Requests to distribute promotional items greater than 50 in quantity will be made in writing to the Public Information Officer. DNR personnel attending workshops, conferences, exhibits, etc. will report to the PIO; regardless of quantity; the items to be disseminated and the requested quantity needed. A single recipient will not be awarded more than the 50 items unless there is a special exception as determined by the PIO.

Requests for distribution will require the following information:

- a) Name of the event;
- b) Date and location of the event;
- c) Targeted audience;
- d) Types of promotional items to be distributed, i.e., cups, caps jackets, etc.; and
- e) Number of items (by type) to be distributed.

- 3. Emergency request for the purchase and distribution of promotional items will be approved by the Undersecretary.

**V. Responsibility:**

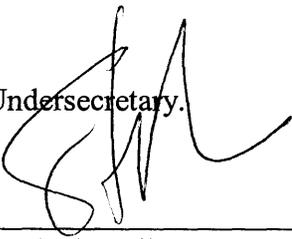
Assistant Secretaries are responsible for the uniform application of this policy.

**VI. Exceptions:**

Exclusions to this policy may be granted, in writing, by the Secretary.

**VII. Questions:**

Questions about this policy should be addressed to the Undersecretary.

  
\_\_\_\_\_  
Scott A. Angelle  
Secretary  
  
7/20/2005  
\_\_\_\_\_  
Date