



# N.C. DHHS Public Affairs PA-2 for Translated Materials

**Instructions:** Materials must be approved and signed off by appropriate supervisor(s) before being sent to Public Affairs. Please use the adjacent checklist as you complete this process. Complete and email this form to Public Affairs with the electronic text (preferred in Word), artwork/graphics, graphs, tables and proposed layout (if any). English text must be approved prior to review of translated materials. Public Affairs' review of translated materials will only include oversight that a qualified translator/service has been provided. Public Affairs must approve the final version **before** production if the design has been done by an outside graphic vendor. **See page 2 for further instructions, a list of what must be reviewed and image use guidance.**

## Division/Section/Program (Complete entire section. Checklist must be complete to continue review process.)

### Project Details:

Initiation date: \_\_\_\_\_ Project completion deadline: \_\_\_\_\_

Division/Section/Program: \_\_\_\_\_

Contact person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Project title: \_\_\_\_\_

Description of project: \_\_\_\_\_

Specific audience \_\_\_\_\_

Budget (*estimated* cost, not budget code): \_\_\_\_\_

- This is a:**  New publication  
 Revised publication  Reprint  
 Externally published material(s)  
 imprint needed  
 Promotional incentive(s)  
 imprint needed

Other (specify) \_\_\_\_\_  
Note: Promotional incentives with imprinting require completion of an additional checklist

### Material will be:

- Printed \_\_\_\_\_ copies (qty.)  
 Posted to the web  
 Other \_\_\_\_\_  
 Distributed at no cost  Sold

### Stylebook(s) used:

- AP  Other \_\_\_\_\_

**Project details complete:**  Yes

**Content Submitted:**  Electronically  N/A

**Signed Photo Consents/Image Licensing Information Submitted:**  Yes  N/A

**Program Review and Approval:**  Yes

**Division Review and Approval:**  Yes

**Request assistance from Graphic Arts Unit:**  Yes

## Foreign Language Translation and Review

1. Contractor or translator providing translated text:  
\_\_\_\_\_

### Material approved by:

Program head/Section chief: \_\_\_\_\_ Date \_\_\_\_\_

Division director or designee: \_\_\_\_\_ Date \_\_\_\_\_

## Public Affairs (Sign and complete checklist.)

Contractor/translator approved by Public Affairs Office: \_\_\_\_\_ Date \_\_\_\_\_

Comments: \_\_\_\_\_

**Program/Division Review and Approval confirmed:**  Yes

**English Approval confirmed:**  
 Yes

**Contractor/Translator confirmed:**  
 Yes

**Moved to Graphic Arts for scheduling:**  
 Yes  N/A

## Graphic Arts Unit (Sign and complete checklist.)

**Providing print estimates:**  Yes  No

Design/layout approved: \_\_\_\_\_ Date \_\_\_\_\_

**Public Affairs Review/Approval confirmed:**  Yes

**Image Approval:**  Yes  N/A

**Design Approval:**  Yes

# About the **N.C. DHHS Public Affairs PA-2 for Translated Materials Form**

## **What has to be reviewed?**

**All of the following, whether produced in-house or by an outside vendor:**

- Any **publications** (brochure, pamphlet, newsletter, booklet, book, report, manual, poster, sign, invitation or similar publication).
- **Logos**
- **Promotional incentives** (imprinted mugs, T-shirts, pencils, etc.) Promotional incentives with imprinting require completion of the Promotional Incentives Checklist. Please attach the completed checklist to your completed PA-2.
- **Websites and web materials** must also be reviewed.
- **Audiovisual presentations/multimedia/TV/radio presentations** for use outside the department (pre-production scripts and the produced presentations, before dissemination).
- **Public service announcements and ads** (audio, video, or print), and **media plans**.
- **English text for translation into another language:** Each DHHS Division/Office is responsible for contracting translation services for any document or publication requiring translation from English text to a foreign language. The Office of Public Affairs review will only include oversight that a qualified translator/service has been provided.
- **Reprints:** Materials for reprint (with NO changes) that have been reviewed and approved through the PA-2 process *within the last 12 months* **do not** need to be reviewed again by Public Affairs except for the tagline, cost statement and print date (can be done by email, without another PA-2). Older reprints and revised materials **do** require another PA-2 review; contact Public Affairs for guidance if revisions are minor.

**When submitting publications that contain photographs and/or clipart, signed photograph consent forms and/or licensing agreement details must be included. For additional guidance regarding proper image use, please refer to <http://ncdhhs.gov/publicaffairs/graphics.htm>.**

## **What does not have to be reviewed?**

Forms and intra-agency and interagency communications, such as letters, memos, instructions, and agency training manuals. Forms requirements and quality assurance are handled on the division level. If you have any doubts, ask the Public Affairs Office (Telephone: 919-855-4840).

## **Completing Project Details:**

**Title:** What is the working title of this material (e.g., the name on the cover)?

**Description of Project:** Brochure, newsletter, report, script, manual, logo, website, promotional item, video, ad, etc.

**Specific Audience:** who will be reading, viewing, hearing or using your material? Be as specific as possible, i.e., parents, teachers, physicians, social services or health department clients, school children, etc. *"Various or General Public" is not sufficient.*

**Budget:** How much money has been obligated to produce this item?

**Project Completion Deadline:** When does the finished product need to be received or posted to the web? Allow enough time for the material(s) to be edited at the division level, reviewed by the PAO, laid out by Graphic Arts, undergo final approval, and be produced or posted.

**Style Book Used:** *The Associated Press Stylebook* shall be the first choice for all HHS publications. *The Chicago Manual of Style* shall be used to answer questions not covered by the *AP Stylebook*.

**Material Approved By:** Those in the division or office who review and approve the material must sign and date this section. Material not reviewed by supervisors will not be reviewed by the PAO. The Public Affairs Office must review and approve your material before it is sent to Graphics or a production agency for design and layout.

**Please indicate if publication will be distributed at no cost or sold.**

Remember, **copyright laws** prohibit reproducing something already published without obtaining *written* permission from the publisher. Remember, it takes time to produce quality work. Allow adequate time for review when planning the project.

## **How many revisions are accepted after design/layout?**

Content should be in its final state when submitted for Public Affairs review. Any content changes after initial design and layout are limited to minor text changes and/or policy/statutory changes. All design/layout revisions should be made after an initial design proof has been sent to you for review. If changes are requested once design/layout are complete, your project will be re-prioritized and will likely be delayed as a result.