



DEPARTMENT OF THE NAVY
OFFICE OF THE ASSISTANT SECRETARY
RESEARCH, DEVELOPMENT AND ACQUISITION
1000 NAVY PENTAGON
WASHINGTON DC 20350-1000

7 May 1996

MEMORANDUM FOR DISTRIBUTION

Subj: SMALL DISADVANTAGED BUSINESS UTILIZATION PROGRAM -
ADVERTISING

Encl: (1) USD memo of 4 Mar 1996

The enclosed memorandum from the Under Secretary of Defense addresses means of improving opportunities for small disadvantaged businesses to participate in our acquisitions. Please ensure that it receives wide distribution.

Elliott B. Branch

Elliott B. Branch
Executive Director
Acquisition & Business
Management

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ACQUISITION AND
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THE UNDER SECRETARY OF DEFENSE
3010 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-3010



MAR 4 1996

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
DIRECTORS OF THE DEFENSE AGENCIES
ATTN: COMPONENT ACQUISITION SERVICE EXECUTIVES

SUBJECT: Small Disadvantaged Business Utilization Program -
Advertising

As I indicated in my memorandum of November 3, 1995, the suspension of the Department's Small Disadvantaged Business (SDB) Set-aside Program requires extraordinary effort and creativity to maintain and expand the participation of SDBs in our acquisition programs. In addition to other measures you may consider employing to mitigate the impact of the suspension, request that you emphasize to contracting personnel the need to take advantage of the media's ability to disseminate information concerning proposed acquisitions. Media involvement, particularly minority media, can be very helpful, as part of a comprehensive effort, in fulfilling our commitment of providing opportunities for SDBs to participate in our contracts.

In addition to publicizing proposed contract actions as required by acquisition regulations, you should consider routinely providing information on contract opportunities to newspapers, magazines, trade journals and other mass Communication media, particularly minority media, for publication without cost to the government. Moreover, where it is necessary to pay for advertising either because effective competition cannot be otherwise obtained for a proposed contract requirement (see FAR 5.101 (b) (4)), or where the requirement is itself for advertising services, I request that you emphasize the importance of small, small disadvantaged and women-owned business participation as prime contractors and subcontractors in these acquisitions.

Your support in demonstrating the Department's commitment to providing SDBs opportunities to participate in our acquisitions is appreciated.

Paul A. Kaminski

Paul G. Kaminski



ENCLOSURE()