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
Executive Director
Acquisition & Business Management
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 G. Kaminski

ENCLOSURE( )