

FLEISHMAN[™]
INTERNATIONAL COMMUNICATIONS
HILLARD

MEMORANDUM

TO: Lenny Green
FROM: FH/GMMB
DATE: September 29, 2003
RE: REVISED Cost Proposal for BPA FNS-03-100JBE – Task 2 (Photo Shoot)

Thank you for considering our proposal to develop a photo library of diverse, compelling images for the United States Department of Agriculture's Food and Nutrition Service.

As requested, we have reexamined the original cost proposal to determine if there were any additional cost savings that could be realized. After reviewing the budget, we believe we can reduce the overall costs of the photo shoot project by \$84,896—from \$564,869 to \$479,973.

Following is a description of the modifications and assumptions that were made to the scope and cost of the project, in order to realize the aforementioned cost savings:

- **Photo Shoot Duration** – We have reduced the total number of shoot days from 14 to 10, thereby increasing the number of shots captured on each day. This compressed schedule reduced the overall costs of the photographer and crew, location fees and insurance, catering, etc. Please note that some of these shoot days will be significantly longer, requiring us to take up to 6 shots per day. We believe, however, that the revised schedule can be achieved without comprising the overall quality of the shoot.
- **CASTING** – We have reduced the overall number of models required for this shoot by reducing the number of models in each of the group shots (Shots 12-15, 20, 23-24), by utilizing one omni-ethnic family for the majority of Phase 3 (Shots 27-35), and by doubling up on some casting in Phase B. For example, the female outreach worker in Shot 9 will now be the same model as the mother in Shot 10. These changes will limit the overall options for each shot, but still enable us to capture the ethnic and gender diversity that you are looking for throughout the photo library.
- **Modeling Fees** – We have reduced the modeling fees to half-day increments where applicable.
- **Labor** – We have slightly increased FH/GMMB's hours related to this project due to increased demands on a tight budget. These additional hours will enable us to make

important casting and location decisions ahead of time, so that we can maximize each day of the condensed photo shoot.

Please note that in light of the changes outlined above, we have not eliminated any of the requested shots or locations. This revised budget still allows for 39 images to be captured and turned into a photo library for your use.

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Please do not hesitate to contact Ellen Frawley at (202) 572-2917 should you have any questions. Thank you.

Cost Proposal
Fleishman-Hillard Inc.
United States Department of Agriculture RFP No. #FNS-03-100JBE

Cost Proposal
Fleishman-Hillard Inc.
United States Department of Agriculture RFP No. #FNS-03-100JBE

**Attachment C - Production Budget
Summary**

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

FOR AGENCY USE ONLY
FS03063000

1. PAGE NO. 3	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/30/2003	5. SF-281 22	6. UNIT CODE	7. FUND CODE WE	8. ORDER NO. 43-3198-3-0168	9. SUB 00
9a. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER			9b. SELLER'S IDENT NO. 431791685	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 431791685		

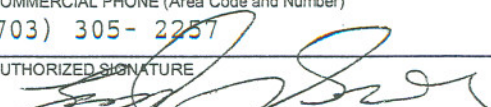
10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
FLEISHMAN-HILLARD, INC.
1615 L STREET, NW SUITE 1000
VID431791685 A
WASHINGTON, DC 200365654

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
3101 PARK CENTER DR. Room: 900
ALEXANDRIA, VA 22302

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		<p>VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.</p> <p>Tech.Contact: Pat Seward, (703) 305- 2428</p>						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()		21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/PAYMENT CODE: <input checked="" type="checkbox"/>	25. Sub-Total	479,972.95
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT		27. TOTAL	479,972.95	

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
01	3042	03100					
02	3042	00700					

31a. ISSUING OFFICE NAME AND ADDRESS USDA -FNS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER	31d. FTS PHONE NO.
	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257	
	31e. AUTHORIZED SIGNATURE 	

ISSUING OFFICE

Pat Lumm

FOR AGENCY USE ONLY

CG04795000

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. ORDER NO. 1	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. G-23F-0117K	4. ORDER DATE 01/13/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO. 43-3198-4-0063	9. SUB 00
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10. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER	9b. SELLER'S IDENT NO. 431791685	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	9d. TAXPAYER'S IDENT NO. 431791685
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10. (Seller's Name, Address, City, State, Zip Code, and Phone No.)
RISHMAN-HILLARD, INC.
 15 L STREET, NW SUITE 1000
 D431791685 A
 SHINGTON, DC 200365654

SHIP TO

11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
 3101 PARK CENTER DR.
 ALEXANDRIA, VA 22302
 Room: 912

13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
	Year One (Task 1) -SUBTASK 16 - to BPA No 03-100JBE - Creative Development of Three Radio Scripts ALL INVOICES MUST CONTAIN THE TAXPAYER IDENTIFICATION NUMBER (TIN) SUBMIT INVOICE(S) TO THE FOLLOWING ADDRESS. BE SURE TO INCLUDE OUR ORDER NUMBER (BLOCK 8), YOUR REMITTANCE ADDRESS, YOUR VID NUMBER (BLOCK 10), INVOICE NUMBER, DATE, AND DOLLAR AMOUNT. DO NOT INCLUDE OUR SHIPPING ADDRESS ON INVOICE(S). USDA, NATIONAL FINANCE CENTER P.O. BOX 60075 NEW ORLEANS, LA 70160 This is a delivery order placed under GSA Federal Supply Schedule Contract. The provisions set forth in this order (including any attachments) apply, along with the terms and conditions of the GSA-FSS. If the two are in conflict, the GSA-FSS shall prevail. VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON	2250	01	1	EA	8,400.00	8,400.00

PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1)

12. PAYMENT TERM Net 30 Days	25. PAYMENT CODE: 0	Sub-Total	8,400.00
13. DATE TO F.O.B. ON OR BEFORE (Date) 1/2004	24. SHIP VIA	TOTAL	27. 8,400.00

WARD TO: U.S. DEPARTMENT OF AGRICULTURE, National Finance Center, P.O.Box 60000, New Orleans, LA 70161

A	B	C	D	E	DISTRIBUTION	AMOUNT
1	10000					

28. PRICES AND/OR SERVICES ANNOTATED ABOVE HAVE BEEN RECEIVED, INSPECTED AND APPROVED WITH THIS ORDER.	31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER
29. RE AND TITLE	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305-2257
30. DATE TYPE SHIPMENT 35. RECEIVING OFFICE PHONE	31d. FTS PHONE NO.
31e. AUTHORIZED SIGNATURE	

[Handwritten Signature]

3. COMPLETE INSTRUCTIONS

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
CG04795000

1. PAGE NO. 1	2. RECEIVING OFFICE NO 3198	3. CONTRACT NO. G-23F-0117K	4. ORDER DATE 01/13/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE WD	8. ORDER NO. 43-3198-4-0063	9. SUB 00
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9a. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER	9b. SELLER'S IDENT NO. 431791685	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	9d. TAXPAYER'S IDENT NO. 431791685
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10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
FLEISHMAN-HILLARD, INC.
 1615 L STREET, NW SUITE 1000
 VID431791685 A
 WASHINGTON, DC 200365654

11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
 3101 PARK CENTER DR. Room: 912
 ALEXANDRIA, VA 22302

PHONE (AC&No)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		Year One (Task 1) -SUBTASK 16 - to BPA No 03-100JBE - Creative Development of Three Radio Scripts ALL INVOICES MUST CONTAIN THE TAXPAYER IDENTIFICATION NUMBER (TIN) SUBMIT INVOICE(S) TO THE FOLLOWING ADDRESS. BE SURE TO INCLUDE OUR ORDER NUMBER (BLOCK 8), YOUR REMITTANCE ADDRESS, YOUR VID NUMBER (BLOCK 10), INVOICE NUMBER, DATE, AND DOLLAR AMOUNT. DO NOT INCLUDE OUR SHIPPING ADDRESS ON INVOICE(S). USDA, NATIONAL FINANCE CENTER P.O. BOX 60075 NEW ORLEANS, LA 70160 This is a delivery order placed under GSA Federal Supply Schedule Contract. The provisions set forth in this order (including any attachments) apply, along with the terms and conditions of the GSA-FSS. If the two are in conflict, the GSA-FSS shall prevail. VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON	2250	01	1	EA	8,400.00	8,400.00

20a. THIS PURCHASE ORDER REPRESENTS...

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
CG04795000

1. PAGE NO. 2	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. G-23F-0117K	4. ORDER DATE 01/13/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE WD	8. ORDER NO. 43-3198-4-0063	9. SUB 00
9a. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER		9b. SELLER'S IDENT NO. 431791685		9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 431791685		

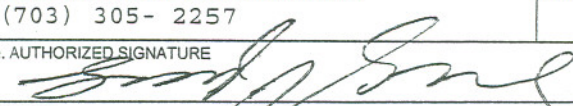
10. TO: (Seller Name, Address, City, State, Zip Code, and Phone No.) FLEISHMAN-HILLARD, INC. 1615 L STREET, NW SUITE 1000 VID431791685 A WASHINGTON, DC 200365654	11. SHIP TO ▶	Consignee, Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS/CGA 3101 PARK CENTER DR. ALEXANDRIA, VA 22302 Room: 912
PHONE (AC&No)		

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		<p>THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.</p> <p>VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.</p> <p>Tech.Contact: PAT SEWARD, (703) 305- 2428</p>						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()

21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: ▶ O	25. Sub-Total ▶	8,400.00
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 01/20/2004	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL ▶	27. 8,400.00

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
01	A	B	C	D	E		
	4021	10000					

31a. ISSUING OFFICE NAME AND ADDRESS USDA -FNS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER
31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257	31d. FTS PHONE NO.
31e. AUTHORIZED SIGNATURE 	

ISSUING OFFICE

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY

CG04108300

1. PAGE NO. 1	2. RECEIVING OFFICE NO.	3. CONTRACT NO. 3198-23F-0117K	4. ORDER DATE 09/29/2004	5. SF-281 2004	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO. 43-3198-4-0141	9. SUB 00
9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			9b. SELLER'S IDENT NO. 431791685		9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 431791685	

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) FLEISHMAN-HILLARD, INC. 1615 L STREET, NW SUITE 1000 VID431791685 A WASHINGTON, DC 200365654	11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS/CGA 3101 PARK CENTER DR. ALEXANDRIA, VA 22302 Room: 912
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12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		This task order is to award year two of the Food Stamp National Media Campaign. This task is awarded against USDA/FNS BPA No. 03-100JBE in the total amount of \$4,055,563.52. See attachment for the description and cost of each sub-task awarded against this order.	2500	01	1	EA	993,284.03	993,284.03
02		FOOD STAMP NATIONAL MEDIA CAMPAIGN YEAR TWO (FY 2004)	2500	01	1	EA	993,284.03	993,284.03
03		SHARED WITH LINE 1 ABOVE FOR ACCOUNTING PURPOSES	2500	01	1	EA	993,284.03	993,284.03
04		SHARED WITH LINE ONE ABOVE FOR ACCOUNTING PURPOSES	2500	01	1	EA	993,284.04	993,284.04
05		FOOD STAMP NATIONAL MEDIA CAMPAIGN ADDITIONAL PHOTOGRAPHS	2500	01	1	EA	13,436.00	13,436.00
06		ON-GOING WEB BASED SURVEY OF FOOD STAMP OUTREACH MATERIAL	2500	02	1	EA	64,291.86	64,291.86
07		Additional Funding for Photo Shoots	2500	03	1	EA	4,699.53	4,699.53

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()		25. Sub-Total
21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	26. ESTIMATED FREIGHT
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	27. TOTAL

FORWARD TO: U.S. DEPARTMENT OF AGRICULTURE, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
01	4041	13100					
02	4021	30000					
03	4021	10000					

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.		31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER	
32. SIGNATURE AND TITLE		31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257	31d. FTS PHONE NO.

33. RECEIPT DATE	34. TYPE SHIPMENT	35. RECEIVING OFFICE PHONE	FTS	COMM	31e. AUTHORIZED SIGNATURE
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UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
CG04108300

1. PAGE NO. 2	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/29/2004	5. SF-281 22	6. UNIT CODE WE	7. FUND CODE WE	8. ORDER NO. 43-3198-4-0141	9. SUB 00
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9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER	9b. SELLER'S IDENT NO. 431791685	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	9d. TAXPAYER'S IDENT NO. 431791685
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10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
FLEISHMAN-HILLARD, INC.
1615 L STREET, NW SUITE 1000
VID431791685 A
WASHINGTON, DC 200365654

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
3101 PARK CENTER DR. Room: 912
ALEXANDRIA, VA 22302

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
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		SSUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO: USDA, FNS, ACCT DIV TYPE-43 INVOICE 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND OUR ORDER NUMBER. VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATED NEAR THE REMITTANCE ADDRESS ON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER. This is a delivery order placed under GSA Federal Supply Schedule Contract. The provisions set forth in this order (including any attachments) apply, along with the terms and conditions of the GSA-FSS. If the two are in conflict, the GSA-FSS shall prevail. This is a fixed price order issued under Simplified Acquisition Procedures. Price						
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20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(e)()

21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: O	25. Sub-Total
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT	27. TOTAL

FORWARD TO: U.S. DEPARTMENT OF AGRICULTURE, National Finance Center, P.O.Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
01	4041	13100					
02	4021	30000					
03	4021	10000					

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.		31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER	
32. SIGNATURE AND TITLE		31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257	31d. FTS PHONE NO.
33. RECEIPT DATE	34. TYPE SHIPMNT	35. RECEIVING OFFICE PHONE	31e. AUTHORIZED SIGNATURE

(SEE COMPLETE INSTRUCTIONS ON REVERSE)

RECEIPT COPY 3

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
CG04108300

1. PAGE NO. 3	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/29/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE WE	8. ORDER NO. 43-3198-4-0141	9. SUB 00
9a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			9b. SELLER'S IDENT NO. 431791685	9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 431791685		

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
FLEISHMAN-HILLARD, INC.
1615 L STREET, NW SUITE 1000
VID431791685 A
WASHINGTON, DC 200365654

11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
3101 PARK CENTER DR.
ALEXANDRIA, VA 22302
Room: 912

SHIP TO

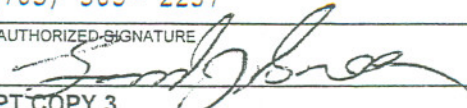
12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		includes all costs associated with successful completion of the requirements of this order. I, _____, a duly authorized representative of _____, accept the terms and conditions of this order, and understand that by signing below I am binding my company (myself) to the terms of a contract between my company (myself) and the Federal Government. CONTRACTOR SIGNATURE DATE COR: PAT SEWARD, (703) 305-						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()		21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	22a. TYPE COMMODITY/ PAYMENT CODE: O	Sub-Total	25. 4,055,563.52
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT		TOTAL	27. 4,055,563.52	

FORWARD TO: U.S. DEPARTMENT OF AGRICULTURE, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
01	4041	13100					
02	4021	30000					
03	4021	10000					

I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.

32. SIGNATURE AND TITLE	31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257	31d. FTS PHONE NO.
33. RECEIPT DATE	34. TYPE SHIPMENT	35. RECEIVING OFFICE PHONE	31e. AUTHORIZED SIGNATURE 

(SEE COMPLETE INSTRUCTIONS ON REVERSE)

RECEIPT COPY 3

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

THIS NUMBER MUST APPEAR ON ALL INVOICES,
PACKAGES, AND PAPERS RELATING
TO THIS ORDER

1. PAGE NO. 3	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/29/2004	5. SF-281 22	6. UNIT CODE	7. FUND CODE W/P	8. ORDER NO. 43-3198-4-0141	9. SUB 00
2a. TYPE PURCHASE <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER		9b. SELLER'S IDENT NO. 431791685		9c. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		9d. TAXPAYER'S IDENT NO. 431791685		

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) FLEISHMAN-HILLARD, INC. 1615 L STREET, NW SUITE 1000 VID431791685 A WASHINGTON, DC 200365654	11. SHIP TO USDA/FNS/CGA 3101 PARK CENTER DR. ALEXANDRIA, VA 22302 Room: 912
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12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		includes all costs associated with successful completion of the requirements of this order. I, <u>Martha Boudreau</u> , a duly authorized representative of <u>Fleishman-Hillard, Inc</u> accept the terms and conditions of this order, and understand that by signing below I am binding my company (myself) to the terms of a contract between my company (myself) and the Federal Government. <u>Martha Boudreau</u> CONTRACTOR SIGNATURE DATE	S E L L E R . S O R I G I N A L			
Tech.Contact: PAT SEWARD, (703) 305-						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)()	
21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA
Total 4,055,563.52	

BILLING INSTRUCTIONS:
No Billing Will Be Submitted in Advance of Shipment
Furnish Invoice With Our ORDER NUMBER To:

DO NOT SHIP ORDER TO THIS ADDRESS (Ship to Consignee Address Above.)

USDA/FNS/ACCOUNTING DIVISION
FNS-43 INVOICE
3101 Park Center Drive
Alexandria VA 22302

FAILURE TO SHOW OUR PURCHASE ORDER NUMBER OR INVOICE WILL DELAY PAYMENT
FREIGHT CHARGE OVER \$100 REQUIRES BILL OF LADING
IF AVAILABLE, INCLUDE YOUR NINE POSITIONS DUNN NUMBER ON EACH INVOICE

31a. ISSUING OFFICE NAME AND ADDRESS USDA-FCS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	31b. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER
	31c. COMMERCIAL PHONE (Area Code and Number) (703) 305- 2257
	31d. FTS PHONE NO.
	31e. AUTHORIZED SIGNATURE <u>Leonard J. Green</u>

SELLER'S ORIGINAL

**Attachment to P0 43-3198-4-0141
Year 2 FS Media Campaign**

The following tasks should be awarded as presented by FH in their September 23rd proposal:

Sub-task 17 – Post Award Meeting.	\$ 18,701.97
Sub-task 18 – Reporting Requirements.	\$ 72,781.53
Sub-task 19 – National Media Plan Modifications.	\$ 26,397.34
Sub-task 20 – Radio Productions in English and Spanish.	\$ 75,987.46
Sub-task 21 – Paid Radio Buys in English and Spanish (Award Fee)	\$2,217,412.90 66,522.37 \$2,283,935.27

Sub-task 22 – NOT AWARDED

Sub-task 23 – Develop and Purchase Time for Spanish TV Advertisement (Award Fee)	\$1,052,217.76 31,566.53 \$1,083,784.29
Sub-task 24 – Media Events.	\$ 53,540.01
Subtask 25 – Tool Kits (Award Fee)	\$ 62,496.31 1,874.89 \$ 64,371.20
Sub-task 26 – Informational Video.	\$ 193,173.36
Sub-task 27 – Training.	\$ 100,464.22
Sub-task 28 – Additional Photographs	\$ 18,135.53
Sub-task 29 – Web-Based Survey of FS outreach Material	\$ 64,291.86

Introduction and Background

In Fiscal Year (FY) 2003, a fixed price blanket purchase agreement contract was awarded to Fleishman Hillard. The contract contained provisions for two optional years. On June 7, 2004, Under Secretary Eric Bost approved a two-year plan for the national media campaign. This approval enables FNS to award task orders for both optional contractual years. The attached task orders will be funded with FY 2004 funds. Additional task orders will be prepared and funded with FY 2005 funds.

In FY 2003, Fleishman Hillard was hired to assist the Food Stamp Program (FSP) with the launch of a national media campaign. The goal of the campaign is to raise awareness of the FSP and to help people learn how and where to apply for food stamp benefits. The target audiences for the campaign are: elderly, working poor, immigrants, and the general low-income population.

Currently, the FSP is serving about 60 percent of people who are eligible. Millions of people are eligible for food stamp benefits and don't know it. Through this national media campaign, people are learning that food stamp benefits can serve as a work support and help them eat healthier.

All deliverables may be submitted in electronic formats by email, unless otherwise noted. Final products should be submitted in electronic versions as well as in hard copy. The contractor will provide three hard copies of each final product.

The USDA Office of Communications and its components including the Broadcast Media and Technology Center, the Visual Communications Center, and the USDA Printing Center may serve as consultants to these sub-tasks, as noted. The contractor will follow their specifications for design, printing, and radio and television productions.

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Sub-task 14: Post Award Meeting with FNS

Description for Task Year 3

A post award meeting will be held following the issuance of this task order. The purpose of this meeting will be to refine expectations for the project and to initiate working relations. Any subcontractors with a significant role may be included in this meeting. The contractor and FNS will discuss sub-tasks, schedules, and products contained in this task order.

Areas to be covered at the meeting will include, but are not limited to, the following:

- o Mutual understanding of sub-tasks and priorities;
- o Sub-task schedule and dates for submission of deliverables;
- o Work assignments;
- o Protocols for communications;
- o Identification of any potential logistical problems, and proposed solutions; and,
- o Contractual matters.

FNS and the contractor may elect to break this meeting into more than one session because of the number of sub-tasks and deliverables.

For purposes of this solicitation:

The contractor should plan for a work session to discuss all deliverables.

Deliverables

The contractor will:

- a. Attend and participate in the post-award meeting(s) at FNS headquarters.

Deliverables Schedule

Sub-task 14: Post Award Meeting			
Item	Description	Quantity	Suggested Due Dates (after Estimated Date of Contract - EDOC)
a.	Post Award Meeting(s)	1	10 days

Sub-task 15: Reporting Requirements for Two-Year Period

Description for Task Years 3 and 4

The contractor will prepare and deliver 24 monthly status reports as well as two final yearly reports.

Deliverables

The contractor will:

- a. Prepare and submit monthly status reports. The reporting period will consist of each calendar month. These reports will include:
 - o Description of work accomplishments during the period, including a list of all activities;
 - o Monitoring information (e.g., number of radio media buys aired and locations);
 - o Quantities of media materials distributed and contact information;
 - o Status of each assignment, problems or delays encountered, proposed solutions or corrective action plan with time frames;
 - o Use of partnerships to publicize the campaign;
 - o Breakdown and explanation of costs associated with sub-tasks;
 - o Activities anticipated for next report; and,
 - o Recommendations.
- b. Prepare and submit two draft yearly reports for task years 3 and 4. FNS will review and comment on these reports. This reports will contain:
 - o Summary of all work performed for each task year;
 - o Critique of the FSP Media Campaign;
 - o Discussion of any problems encountered and the resolution of the problems;
 - o Summary (including tables) of the measures captured in the monitoring of the sub-tasks.
 - o Summary of salient results. The contractor will prepare and submit with each final report, a summary (not to exceed 500 words) of salient results achieved during the performance of the BPA.
- c. Submit final yearly reports incorporating FNS comments.

Deliverables Schedule

Sub-task 15: Reporting			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Monthly Reports	3 copies per month	10 th of each month
b.	Draft Yearly Report – Task Year 3	3	48 weeks
c.	Final Yearly Report – Task Year 3	3	52 weeks
d.	Draft Year Report - Task Year 4	3	92 weeks
e.	Final Yearly Report – Task Year 4	3	104 weeks

Sub-task 16: National Media Plan Modifications

Description for Task Years 3 and 4

The contractor will modify the existing national media plan presented to FNS in the Spring of 2004 to incorporate all new sub-tasks awarded in task year 3. This deliverable will be presented at the post award meeting.

The contractor is responsible for maintaining and updating the plan for a two-year period. The contractor shall make any necessary revisions to incorporate any new sub-tasks identified in task years 3 and 4. The contractor may make recommendations for new sub-tasks, as needed, to meet the goal of the campaign. The campaign goal is to adapt the national campaign to reach potentially eligible individuals and others to most efficiently boost FSP participation and change the image of the FSP from a welfare to a nutrition and work support program.

Deliverables

The contractor will:

- a. Propose a plan with a time table to maintain and keep the national media plan current. The plan should mention frequency that national media plan updates will be submitted for FNS comments. A description of how FNS comments will be incorporated should be included.
At a minimum, the national media plan should include:
 - o Completed sub-tasks, dates sub-tasks were completed, updates on incomplete sub-tasks and
 - o Tentative completion dates
 - o A description of all radio or TV productions used for buys or donated time
 - o New tasks added during the two-year period and appropriate time frames
 - o Meeting schedule to discuss the national plan
- b. Maintain and provide updated versions to FNS of national media plan for a two-year period, as needed. New recommendations for sub-tasks for task 4 may be provided to FNS.
- c. At the completion of the contract, a final two-year plan which includes all sub-tasks should be provided with a summary of what worked, didn't work, and recommendations for future projects.

Deliverable Schedule

Sub-task 16: National Media Plan			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Propose plan to maintain and update national media plan.	3	September 29, 2004
b.	Maintain and provide updated copies of national media plan to FNS for a two-year period.	To be determined.	To be determined after FNS acceptance of proposed plan.
c.	Final plan with a summary.	3	104 weeks

Sub-task 17: Radio Productions in English and Spanish

Description

The contractor will create six draft radio scripts in English and three draft radio scripts in Spanish. If FNS prefers the English scripts, FNS reserves the right to have the contractor translate two of the English scripts to Spanish. These versions will be used for the Spanish language productions.

The contractor will produce two English scripts and two Spanish scripts. These productions will be used for paid media buys as described in sub-task 17. Each production will be 60 seconds in length.

The advertisements will include the taglines "A message from USDA" (also, in Spanish) as well as the slogan:

English ads: "Food Stamps Make America Stronger"

Spanish ads: "Cupones para Alimentos: Nuestra Salud, Nuestra Fuerza."

FNS may provide an alternate message to these taglines. The contractor is responsible for any translations.

These productions will also include either the national toll free FSP information number or an appropriate local toll free number for the location in which the spot will air. FNS will supply local numbers for markets that do not spill into other areas.

The advertisements will be targeted to:

- working poor
- elderly
- immigrants
- general low-income population

The advertisements will provide non-participating eligible people with information about food stamp benefits and help them make an informed participation decision. The advertisements will emphasize the nutrition benefits of the FSP. They will dispel common myths or misperceptions about food stamps benefits by providing accurate information and promoting a positive image of the program. The advertising messages must be relevant, easily understandable, believable, and consistent.

FNS may obtain radio scripts from grantees and provide them to the contractor for modification and presentation as one of the scripts for FNS to consider. FNS will retain unlimited rights to the radio productions. FNS would like the option of having the productions formatted and placed on the FNS web site to allow organizations that would like to purchase advertising space to download the productions.

FNS and the contractor may consult with the USDA Office of Communications during the development and production process. The contractor must follow specifications provided by the USDA Office of Communications including the Broadcast Media and Technology Center for materials, productions, and final products.

For purposes of this solicitation:

- anticipate that a total of 25 productions will contain local food stamp toll free numbers.
- Spanish scripts will be prepared in Spanish and translated to English.
- anticipate that FNS might not select the scripts developed for the Spanish productions. FNS could decide to use two of the English scripts. The contractor would be responsible for translating these scripts into Spanish.

Deliverables

The contractor will:

- a. Submit six draft English scripts and three draft Spanish scripts. (Spanish scripts should be provided in both English and Spanish to facilitate FNS review.) FNS will select three scripts in English and two scripts in Spanish and will provide comments.
- b. Make changes according to FNS' comments in the three English and two Spanish scripts selected by FNS. Submit second drafts. FNS will provide comments on second draft scripts.
- c. Make changes according to FNS comments. Submit final scripts (three English and two Spanish).
- d. Manage and coordinate production of English and Spanish scripts, including procuring all talent (narrators/voice actors), production, technical and support crew and procuring studio and necessary equipment in the Washington D.C. metropolitan area.
- e. Provide recommendations for voice talents as well as for alternate talent for FNS consideration. FNS will provide comments on voice talent recommendations.
- f. Recommend and obtain FNS approval for the recording days. FNS and USDA Office of Communications staff may participate in taping sessions either in person or by telephone. Contractor will manage taping/production of both English and Spanish advertisements.
- g. Coordinate post-production of both advertisements, including addition of music and sound effects. FNS owns music entitled "Eat Smart. Play Hard." which should be considered as a music option for the advertisements. Provide first draft of edited radio advertisements for FNS review in electronic format.
- h. Meet with FNS and USDA Office of Communications to discuss first edited version and suggest appropriate formats for final products. FNS will provide comments on the first drafts.
- i. Incorporate FNS comments into first drafts. Provide second edited draft. FNS will provide comments on second edited drafts.
- j. Encode productions as needed to facilitate tracking of airplay. Duplicate final versions for distribution to radio stations. Provide final versions of all recorded advertisements to FNS in electronic format according to the specifications provided by the USDA Office of Communications, Broadcast Media and Technology Center. Also, provide a format that can be easily posted on the FNS website to enable organizations that can purchase air time to download.

Schedule of Deliverables

Sub-task 18: Radio Productions			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft scripts (6 English and 3 Spanish)	3	4 weeks
b.	Incorporate FNS changes and submit second draft scripts (3 English and 2 Spanish)	3	6 weeks
c.	Incorporate FNS changes and submit final scripts (3 English and 2 Spanish)	3	8 weeks
d.	Manage and coordinate production of English and Spanish scripts	To be determined.	13 weeks
e.	Talent recommendations	1	10 weeks
f.	Recording schedule	To be determined.	13 weeks
g.	First draft edited advertisements	3	15 weeks
h.	Meeting with FNS	1	16 weeks
i.	Incorporate and provide second draft edited advertisements	3	18 weeks
j.	Final versions (electronic and web versions)	3	20 weeks

Sub-task 18: Paid Radio Buys (English and Spanish Stations)

Description

A major element of the national media campaign is radio advertising featuring key FSP messages specifically designed to appeal to:

- Seniors;
- Immigrants;
- Working poor; and,
- General low-income population.

Through positive messages about the nutrition assistance and work support features of the FSP, these ads will inform non-participating eligible people about the FSP and help them make an informed participation decision. To be effective, these messages must be relevant, easily understandable, believable, and consistent. The locations in which they air must be carefully chosen based on FSP participation data and cost/benefit analysis to ensure that these messages reach a critical mass of non-participating eligible people who would benefit from information about the FSP.

The contractor will design a plan specifying the locations and rationale behind the recommendations of those locations for paid radio advertising. Once FNS receives the plan, FNS will share with its regional offices, State agencies, and others (to be determined by FNS) to solicit their feedback.

The contractor will negotiate and purchase the radio time according to the approved location plan. The contractor will seek to gain discounted, donated, added value and bonus time from radio stations whenever possible. The advertising will be purchased on both English and Spanish radio stations. Advertising will deliver approximately 500 to 700 Gross Ratings Points in each targeted community. Radio advertising will be conducted in a series of two flights (March/April 2005 and August/September 2005). The locations for the two flights will be the same.

Deliverables

The contractor will:

- a. Submit a first draft plan proposing the locations and rationale behind selections of those locations for paid radio advertising. The following factors, at a minimum, will be considered when recommending locations for the media buy:
 - FSP participation rates
 - Regional variation
 - State agency input. (State agencies may not want national messages to air in their States. FNS will obtain State agency input after proposed locations are discussed.)
 - Cost versus reach and frequency
 - Locations of previous media purchases and cost effectiveness
- b. Meet with FNS to discuss the first draft plan for radio advertising locations. FNS will provide comments on the first draft plan. Revise the plan according to FNS comments.
- c. Submit a second draft plan for radio advertising locations. FNS will provide comments on the second draft plan. Revise the second draft according to FNS comments.
- d. Submit final plan for radio advertising locations.
- e. Purchase and obtain donated media time.

- f. Notify FNS of which radio stations in each location will air the advertising. FNS will notify States of the locations of radio purchases via the FNS regional offices a minimum of two weeks before the ads air.
- g. Distribute radio productions to selected radio stations.
- h. Track and verify that FSP radio ads were aired as negotiated with each radio station. Provide written report of tracking results.

Schedule of Deliverables:

Sub-task 17: Paid Radio Advertising			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft plan	3	9 weeks
b.	Meeting	1	11 weeks
c.	Second draft plan	3	13 weeks
d.	Final plan	3	16 weeks
e.	Purchase and obtain donated time	To be determined.	16 weeks
f.	Radio station listing	3	20 weeks
g.	Distribute radio productions	To be determined.	21 weeks
h.	Track, verify, and provide report	3	52 weeks

Sub-task 19: Develop and Televisize (English) Public Service Announcements

Description

The contractor will propose a plan to create, develop, produce, and distribute one televised PSA in English. The final ad should contain either the national toll free number or toll free number for the location where the spot will air. After FNS review and approval of the plan, the contractor will develop, produce, and distribute all deliverables in accordance with the FNS approved plan.

The contractor will, at a minimum, discuss the following in the plan:

- Recommended length of the PSA.
- Distribution method.
- Development process.
- Proposed themes and content for PSA.
- Production information such as procuring of talent and studio.
- Timeframes for airing of PSA such as the possibility of airing the PSA during the same time period as the radio ad (March/April 2005 and August/September 2005).
- Unlimited rights to the TV production for USDA.
- Format of materials.
- Encoding of productions to facilitate tracking of airplay.
- Other pertinent information.

The contractor may build on the PSA script, story board, and shot list from the Santa Cruz, California video. Also, FNS owns music entitled "Eat Smart. Play Hard." The contractor may consider this as a music option, if needed.

During the preparation of the plan, the contractor will consult with the USDA Office of Communications, including the Broadcast Media and Technology Center.

The developed, produced, and distributed PSA should:

- Include the taglines "Food Stamps Make America Stronger" (or alternate message provided by FNS) and "A message from USDA."
- Be targeted to a low-income audience, specifically to the working poor and elderly.
- Provide non-participating eligible people with information about food stamp benefits and help them make an informed participation decision.
- Emphasize the nutrition and financial benefits of the FSP.
- Promote a positive image of the FSP.
- Be relevant, easily understandable, believable, and consistent.

The USDA Office of Communications, including the Broadcast Media and Technology Center, may serve as a consultant and may provide technical assistance to the contractor for this sub-task. The contractor must follow specifications provided by the USDA Office of Communications including the Broadcast Media and Technology Center, for materials, productions, and final products.

Schedule of Deliverables

Televised Public Service Announcements (PSAs)			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft of plan	3	6 weeks
b.	Meeting to discuss plan	1	8 weeks
c.	Second draft of plan that incorporates FNS' comments	3	9 weeks
d.	Final plan	3	11 weeks
e.	Meeting to discuss implementation of final plan, all deliverables and time table.	1	12 weeks
f.	Development, Production, and Distribution of PSA in accordance with final plan.	To be determined.	To be determined.

Sub-task 20: Development and Purchase of Television Time for Spanish Advertisements

Description

The contractor will propose a plan to create, develop, produce, and distribute one television advertisement in Spanish. The final ad should contain either the national toll free number or toll free number for the location where the spot will air. After FNS review and approval of the plan, the contractor will develop, produce, purchase and obtain bonus time, and distribute all deliverables in accordance with the FNS approved plan.

The contractor will, at a minimum, discuss the following in the plan:

- Recommended length of the television ad.
- Locations and rationale behind selections of locations for paid advertising.
- Development and production of one television ad in Spanish.
- Proposed content and themes for television ad.
- Production information such as procuring of talent and studio.
- Proposed timeframes for airing the television ad including the possibility of airing the ad during the same time frames as the radio buys (March/April 2005 and August/September 2005).
- Unlimited rights to the TV production for USDA.
- Encoding of productions to track airplay.
- Other pertinent information.

The contractor may build on the PSA script, story board, and shot list from the Santa Cruz, California video. Also, FNS owns music entitled "Eat Smart. Play Hard." The contractor may consider this as a music option, if needed.

During the preparation of the plan, the contractor will consult with the USDA Office of Communications, including the Broadcast Media and Technology Center.

For purposes of this task the television ad will:

- Include the Spanish tagline for "Food Stamps Make America Stronger" which is "Cupones Para Alimentos Nuestra Fuerza, Nuestra Salud" (or alternate message provided by FNS) and the Spanish translation of "A message from USDA."
- Be targeted to a Spanish-speaking low-income audience specifically the working poor, immigrants and seniors.
- Provide non-participating eligible people with information about food stamp benefits and help them make an informed participation decision.
- Emphasize the nutrition and financial benefits of the FSP.
- Promote a positive image of the FSP.
- Be relevant, easily understandable, believable, and consistent.

The USDA Office of Communications, including the Broadcast Media and Technology Center, and the Visual Communications Center may serve as consultants and may provide technical assistance to the contractor for this sub-task. The contractor must follow specifications provided by the USDA Office of Communications, Broadcast Media and Technology Center, and Visual Communications Center for materials, productions, and final products.

Schedule of Deliverables

Televised Public Service Announcements (PSAs)			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft of plan	3	6 weeks
b.	Meeting to discuss plan	1	8 weeks
c.	Second draft of plan that incorporates FNS' comments	3	9 weeks
d.	Final plan	3	11 weeks
e.	Meeting to discuss implementation of final plan, all deliverables and time table.	1	12 weeks
f.	Development, Production, and Distribution of ad in accordance with FNS approved final plan.	To be determined.	To be determined.

Sub-task 21: Media Events

Description

The contractor will develop the theme and materials for three coordinated media events over a two-year period in each of the seven FNS regions. The first media event will be a kick-off for the advertising campaign. The second and third media events will be promotional events.

The contractor will work closely with the FNS Office of Communications and Governmental Affairs (CGA) and the regional Public Affairs Directors during the development of event themes and materials. The contractor also will provide technical and logistical assistance to the FNS regional offices for the three media events.

For purposes of this solicitation:

- FNS will pay printing costs for approved materials.
- Use the locations of FNS Regional offices: Boston, MA; Robbinsville, NJ; Atlanta, GA; Dallas, TX; San Francisco, CA; Denver, CO; and, Chicago, IL.
- Projections should include no more than 7 Spanish-language events.
- Follow the specifications provided by the USDA Office of Communications, including the USDA Visual Communications Center and Broadcast Media and Technology Center, as appropriate. Recommend formats to use that are compatible with USDA requirements.

Deliverables

The contractor will:

Develop a concept paper for the kick-off event:

- a. Provide an outline and description of the event theme, location (community centers, food banks, etc.), and staging issues (including backdrop). Discuss the feasibility of having one or more events in Spanish to target the non-English speaking audience.
- b. Participate in a conference call with FNS/CGA and the regional public affairs directors to discuss the first draft of the concept paper.
- c. Incorporate FNS' changes and provide a final draft of the concept paper.

Develop event materials:

- d. Provide a draft of the contents of two media kits (English and Spanish versions) for the kick-off event including packaging format, cover design and supporting documents that can be printed at the local level and adapted for viewing and downloading on the FNS website. All materials must meet the specifications provided by USDA Office of Communications, including the USDA Visual Communications Center as well as the USDA Printing Center. FNS will provide comments on the draft documents.
- e. Provide final electronic and hard-copy media kits. Materials should be camera-ready in a format compatible with GPO printing requirements. Provide electronic version suitable for uploading to FNS website. Web-site version will be formatted for ease of download at local sites with limited equipment and technical expertise.

- f. Propose two draft backdrops (banners) in English and Spanish that can be used in all seven regions. The layout of the backdrop should allow for it to be printed in a size determined by the regional office. After, FNS selects one English and one Spanish backdrop, make changes according to FNS comments.
- g. Develop final backdrops (English/Spanish) that can be used in all seven regions. Materials should be camera-ready in a format compatible with GPO printing requirements.
- h. Participate in a conference call prior to the kick-off event to discuss logistics, materials and other event issues.

Develop concept paper for two promotional events.

- i. Provide three options for two additional media events. The concept paper should include an outline and description of event themes, locations (community centers, food banks, etc.), staging issues (including backdrop), and date suggestions. Discuss the feasibility of having events in Spanish to target non-English speaking audiences. If Spanish events are proposed, recommend locations as well as number of events. FNS will provide comments on the concept paper.
- j. Participate in a conference call to discuss the draft concept paper. FNS will select one event theme and will provide comments.
- k. Provide a final draft of the concept paper that incorporates FNS' comments.

Develop event materials for the promotional events.

- l. Provide a draft of the contents of the media kit in English and Spanish for the promotional events including packaging format, cover design and supporting documents that can be printed at the local level and adapted for viewing and downloading on the FNS website. FNS will provide comments on the draft documents. The contractor will make changes in media kits according to FNS comments.
- m. Provide final electronic and hard-copy media kits. Materials should be camera-ready in a format compatible with GPO printing requirements. All materials must meet the specifications provided by USDA Office of Communications, including the USDA Visual Communications Center as well as the USDA Printing Center. Provide electronic versions suitable for uploading to FNS website. Web-site versions will be formatted for ease of download at local sites with limited equipment and technical expertise.
- n. Develop two draft backdrops in English and Spanish that can be used in all seven regions. The layout of the backdrops should allow for it to be printed in a size determined by the regional office. FNS will select one English and one Spanish version of the two backdrops. Make changes according to FNS comments.
- o. Develop final backdrops that can be used in all seven regions. Materials should be camera-ready in a format compatible with GPO printing requirements.
- p. Participate in a conference call prior to events to discuss logistics, materials, and other event issues.

Schedule of Deliverables

Sub-task 21: Media Events			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft of kick-off concept paper	3	8 weeks
b.	Conference call to discuss paper	1	10 weeks
c.	Final concept paper	3	12 weeks
d.	Draft of media kit materials – English and Spanish	3	14 weeks
e.	Final media kit materials – English and Spanish	3	17 weeks
f.	Draft backdrops – English and Spanish	1	14 weeks
g.	Final backdrops – English and Spanish	3	17 weeks
h.	Conference call	1	21 weeks
i.	Options concept paper for two promotional events	3	28 weeks
j.	Participate in a conference call	1	29 weeks
k.	Final concept paper for events	3	30 weeks
l.	Draft media kit for events – English and Spanish	1	32 weeks
m.	Final media kit for events – English and Spanish	3	36 weeks
n.	Draft backdrop for events – English and Spanish	1	32 weeks
o.	Final backdrop for events – English and Spanish	3	36 weeks
p.	Conference call first event	1	44 weeks
q.	Conference call second event	1	To be determined.

Sub-task 22: Tool Kits for State and Local and Community Workers

Description

The contractor will develop two tool kits as outlined below. The purpose of the tool kits is to share consistent messages about the national FSP media campaign throughout all levels of the FSP stakeholder community, including FNS headquarters and regional offices, State FSP agencies, and local food stamp offices as well as partners, advocates, and others interested in promoting the nutrition benefits of food stamps to eligible low-income people. Messages will be consistent with those developed for the advertising portions of the campaign and focus on positioning the FSP as a nutrition assistance and work support program.

State and Local FSP Tool Kit

Audience: FSP staff in State and local offices.

The tool kit must, at a minimum, include:

- Resources and templates to help audience promote the campaign themes and messages and incorporate them into their routine business practices.
- Tips and suggestions on how messages can be shared with other key stakeholders and partners at the State and local level. Tips should include how to use local media to disseminate campaign messages, including how to pitch PSAs and obtain donated or reduced cost advertising.
- FNS materials such as promising practices, how to develop community partnerships, and how eligibility workers can benefit from partnerships with local community organizations.

Community Outreach Tool Kit

Audience: Community-based partners and other key stakeholders at the State or local level.

The tool kit must, at a minimum, include:

- templates, sample artwork, tools, camera-ready materials, resources, suggestions and information to help them conduct FSP outreach using campaign messages to reach out to eligible non-participants.
- FNS materials such as how to develop partnerships with local food stamp offices. This guide will include examples of activities that community partners could perform to promote the nutrition benefits of the FSP.

The USDA Office of Communications, including the Broadcast Media and Technology Center, and the Visual Communications Center may serve as consultants and may provide technical assistance to the contractor for this sub-task. The contractor must follow specifications provided by the USDA Office of Communications, Broadcast Media and Technology Center, and Visual Communications Center for materials, productions, and final products.

For purposes of this solicitation:

- FNS will pay for the printing of materials except for the 20 deliverables.
- FNS will provide materials that it would like included in tool kits.
- Materials will be produced only in English.

Deliverables

The contractor will:

Develop and design contents of two tool kits.

- a. Provide an outline and description of the recommended contents of each tool kit. FNS will provide comments on the outline and description. FNS will provide materials it would like incorporated into the tool kit.

- b. Provide a first draft of the contents of each tool kit.
- c. Meet with FNS to discuss the first draft. FNS will provide comments on the first draft of each tool kit.
- d. Provide a second draft of each tool kit incorporating FNS comments. FNS will provide comments on the second draft of each tool kit.
- e. Provide final copies of the contents of each tool kit, incorporating FNS comments.

Provide layout and graphic design for each kit.

- f. Provide at least two options for the layout of each tool kit including packaging format, color schemes, and cover design that can be printed by non-profit organizations with limited resources. The options should address FNS materials that will need to be designed. Coordinate with USDA Visual Communications Center in producing the deliverables. Use USDA Visual Communications Center's specifications. FNS will select a layout and provide comments on the selection. Make changes in selected layout according to FNS comments.
- g. Provide final copies of two tool kits. FNS is requesting 10 copies of each tool kit.
- h. Provide camera-ready materials in a format compatible with USDA Visual Communications Center and GPO printing requirements. FNS will provide materials to USDA Visual Communications Center.
- i. Provide electronic version suitable for uploading to FNS website. Web-site version contents will be formatted for ease of download at local sites with limited equipment and technical expertise.

Schedule of Deliverables

Sub-task 21: Tool Kits			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	Outline and description of 2 tool kits	3	2 weeks
b.	First draft of contents of 2 tool kits	3	4 weeks
c.	Meeting with FNS	1	5 weeks
d.	Second draft of 2 tool kits	3	7 weeks
e.	Final versions of contents of 2 tool kits	3	10 weeks
f.	Layout and graphic design options	1	12 weeks
g.	Final copies of 2 tool kits (10 copies of each tool kit)	20	14 weeks
h.	Camera ready final versions	3	16 weeks
i.	Web site compatible final versions	3	16 weeks

Sub-task 23: Informational Video

Description

The contractor will develop an informational and motivational video as outlined below. Messages will be consistent with those developed for the advertising portions of the campaign and focus on positioning the FSP as a nutrition assistance and work support program.

Audience for the video:

- food stamp eligibility workers and their managers
- community-based advocates

The purpose of the video is to:

- Call viewers to action to encourage them to contribute to positive messaging and the dissemination of accurate information about food stamp benefits through effective outreach.
- Instruct viewers in the key program themes and messages of the campaign (nutrition assistance and work support).
- Describe basic principles about how to consistently and accurately share these messages with potentially eligible non-participants and those who assist them to make informed decisions about participation.
- Provide information on available outreach tools, specifically those available from FNS, including the pre-screening tool.
- Teach how to incorporate campaign messages, outreach tools, and strategies into an outreach program.

The video should be compatible with and complementary to the two tool kits and training sessions. The video may include vignettes of promising practices. Where possible, the video should refrain from specific slogans and dated material to ensure its longevity as an outreach tool. Alternatively, slogans or dated material may be added in places where they can easily be edited should a change occur.

The video should be a minimum of five minutes. The video will be closed-captioned. FNS will retain unlimited rights to the video.

For purposes of this solicitation:

- FNS will pay for copying, printing, and distribution of any materials.

Important Information:

The USDA Office of Communications, including the Broadcast Media and Technology Center, and the Visual Communications Center may serve as consultants and may provide technical assistance to the contractor for this sub-task. The contractor must follow specifications provided by the USDA Office of Communications, Broadcast Media and Technology Center, and Visual Communications Center for materials, productions, and final products.

Deliverables

The contractor will:

Develop video treatment and plan:

- a. Coordinate with USDA Office of Communications, including the Broadcast Media and Technology Center, and follow their guidelines. Provide a draft treatment and plan for the video incorporating USDA specifications. FNS will provide comments on the draft treatment and plan. Draft treatment and plan will include recommendations for talent (actors/narrators) to appear in the video and recommendations for location/studio within the Washington, DC metropolitan area.

- b. Meet with FNS to discuss the first draft treatment and plan.
- c. Incorporate FNS changes. Submit second draft treatment and plan for FNS review and comment. FNS will provide comments on second draft.
- d. Incorporate FNS changes. Provide a final treatment and plan that meets USDA Office of Communications, Visual Communications Center requirements.

Develop script and shot list/storyboard:

- e. Provide a draft script and shot list for the video. FNS will provide comments on the draft script.
- f. Meet with FNS to discuss the script and shot list.
- g. Provide a second draft script and shot list for the video. FNS will provide written comments on the second draft script and shot list and will clear.
- h. Provide a final version of the script and shot list that incorporates FNS comments.

Coordinate production, including procuring all talent (narrators/actors), production and technical and support crew as needed and procuring all props, set decorations, lighting, cameras and associated technical equipment needed, and procuring location/studio in the Washington, DC metropolitan area. FNS will provide specific FSP materials such as posters, flyers, brochures, or nutrition education props:

- i. Provide schedule for the shoot days. FNS will provide comments and will approve final schedule.
- j. Manage video shoot on site with input from USDA and FNS representatives.

Coordinate post-production, including addition of titles, graphics, and music:

- k. Provide first draft of edited video for FNS review and clearance. Video should be in VHS format. Specifications provided by USDA Broadcast Media and Technology Center should be followed. FNS will provide comments on the first draft. FNS owns music entitled "Eat Smart. Play Hard." which should be considered as a music option for the video.
- l. Meet with FNS to discuss first edited version. Incorporate FNS comments into first edited draft.
- m. Provide second edited draft. FNS will provide comments on second edited draft.

Provide final masters:

- n. Provide final master in format specified by USDA Office of Communications, USDA Broadcast Media and Technology Center.
- o. Provide final video in format suitable for upload to FNS website. Format will be suitable for viewing by local level partners with limited equipment and technical expertise. Follow USDA Office of Communications specifications.

Schedule of Deliverables:

Sub-task 23: Informational Video			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft treatment and plan	3	3 weeks
b.	Meeting with FNS	1	5 weeks
c.	Second draft treatment and plan	3	6 weeks
d.	Final treatment and plan	3	7 weeks
e.	First draft script/shot list	3	8 weeks
f.	Meeting with FNS	3	9 weeks
g.	Second draft script/shot list	3	11 weeks
h.	Final script/shot list	3	12 weeks
i.	Production schedule	3	13 weeks
j.	Manage shoot days	N/A	14 weeks
k.	First draft edited video	3	15 weeks
l.	Meeting with FNS	1	15 weeks
m.	Second draft edited video	3	16 weeks
n.	Provide final masters in format specified by USDA OC and Broadcast Media and Technology Center	3	17 weeks
o.	Web-site version according to USDA specifications	3	17 weeks

Sub-task 24: Training

Description

The contractor will develop a training program as outlined below. The contractor will plan and implement seven train-the-trainer sessions.

Audience:

- FNS regional office staff, specifically FSP directors, program analysts, outreach coordinators, and nutrition education coordinators.
- State FSP staff may also attend.
- Other FNS partners, as determined by the regional offices.

The training will focus on:

- Sharing basic facts about the media campaign;
- How to use the two tool kits; and,
- How to conduct similar trainings at the State or local level.

The training will be designed to appeal to the adult learner. It will offer time for networking, discussion and questions and answers. Each training session will be no longer than three hours in length. Each training session will be designed to accommodate a maximum of 50 people. The trainings may be scheduled in conjunction with or as part of existing regional or state meetings.

For purposes of this solicitation:

- FNS will pay the printing costs for training materials and handouts.
- Use the locations of FNS Regional offices: Boston, MA; Robbinsville, NJ; Atlanta, GA; Dallas, TX; San Francisco, CA; Denver, CO; and, Chicago, IL.
- Follow the specifications provided by the USDA Office of Communications including the USDA Visual Communications Center, and USDA Printing Center in producing the deliverables. Recommend formats to use that are compatible with USDA requirements.
- FNS regional offices will obtain necessary equipment, meeting rooms, etc.
- FNS regional offices will set up meeting room with equipment, etc.
- FNS regional offices will invite partners to meeting.

Deliverables

The contractor will:

- a. Submit a training plan for sessions, including, at a minimum:
 - Training goals and objectives
 - Suggested discussion topics
 - Suggested speakers
 - Draft agenda
 - Draft schedule of training
 - Advise Regional office point of contact of equipment needed for training at least 2 weeks before training
 - Draft handouts and send to point of contact for copying at least 2 weeks before training
 - Develop evaluation form and feedback strategy
- b. Meet with FNS to discuss the training plan. FNS will provide comments on the training plan.
- c. Revise plan according to FNS comments. Submit second draft for FNS review.

Based on second draft plan, conduct a pilot training session for FNS headquarters staff at FNS offices in Park Center in Alexandria, Virginia. FNS may choose to invite regional office staff or other partners to the pilot.

- d. Meet with FNS. FNS will provide comments and suggestions regarding the pilot training and second draft plan.
- e. Submit final version incorporating FNS comments from the pilot.
- f. Conduct at least two progress/update meetings with FNS either in person or by conference call before the first training session.
- g. Conduct trainings sessions according to plan.
- h. Send a brief summary report to FNS about each training session including list of attendees, notable discussions, problems encountered and how solved, and general results of attendee evaluations.
- i. Following the last training, conduct a debriefing meeting with FNS to discuss feedback and how FNS can follow up with attendees to reinforce lessons learned at the training.

Schedule of Deliverables

Sub-task 23: Training			
Item	Description	Quantity	Suggested Due Dates (after EDOC)
a.	First draft of training plan	3	20 weeks
b.	Meeting with FNS	1	22 weeks
c.	Second draft of training plan	3	24 weeks
d.	Pilot training session	1	26 weeks
e.	Meeting with FNS to discuss second draft and pilot training session	1	26 weeks
f.	Final training plan	3	26 weeks
g.	Progress/update meetings	2	28 weeks, 30 weeks
h.	Conduct training sessions	7	30 – 33 weeks
i.	Summary reports	7	31- 34 weeks
j.	Debriefing meeting	1	36 weeks

Performance Requirements (PR)

General performance requirements: Independently, and not as an agent of the Government, the Contractor shall furnish the necessary labor, materials, supplies, equipment, and services to perform the work set forth below. The contractor must have access to a full complement of experts and facilities needed to develop and conduct a national media-based awareness campaign that will succeed in both reaching low-income populations and in surmounting the barriers that inhibit their FSP participation.

The Communications and Governmental Affairs (CGA) Contracting Officer's Representative (COR) shall monitor all work under this BPA. All deliverables under this BPA will be submitted to the Contract Officer and COR. All designations will be made at the time the task order is issued against the BPA.

FNS reserves the right to modify any materials and/or strategies during the course of the project that are within the scope of the BPA. Sub-tasks and deliverables mentioned in this solicitation are subject to change based upon the FNS approved three-year national media plan.

Specific proposed performance requirements for the second year are listed below. Proposed standards and quality levels to determine if each PR has been met are listed following each PR. Bidders should review the proposed performance requirements and make recommendations for performance standards and measures based on their proposals.

Proposed PRs for Year 2

PR-1: Development of recommendations for areas in which to purchase radio media buys. The contractor will justify areas selected based on FSP participation data and opportunities to increase the leverage of the campaign through donated media buys. Reference sub-task 21.

The contractor shall examine participation data and develop recommendations for proposed locations to purchase radio media buys on both English and Spanish radio stations. The contractor shall document the feasibility of leveraging the media buys with those of the 2004 FSP Outreach grantees. The contractor shall also consult with APHSA to discuss existing State media campaigns to avoid duplication of efforts. If feasible, the contractor shall seek opportunities to partner with States in campaigns. The contractor shall justify sites recommended for the English and Spanish media buys. The contractor shall also document possible sources for donated media buys. These recommendations shall be based on the contractor's best assessment of where and how to most efficiently target eligible FSP nonparticipants.

PR-2: Development of one English-language television script for Public Service Announcements and one Spanish television advertisement for paid media buys. The English script should be targeted to low-income audiences, specifically the elderly and working poor. The Spanish script should be targeted to working poor, immigrants and seniors. Both scripts should promote a positive image of the FSP and be easily understandable. Reference sub-tasks 22 and 23.

The contractor, in negotiations with FNS, shall develop an English TV PSA and a Spanish TV paid advertisement for the national FSP media campaign. The productions should provide non-participating eligible people with information about food stamp benefits and help them make an informed participation decision. The productions should emphasize the nutrition and financial benefits of the FSP. The productions should raise awareness of the FSP and how to apply and combat welfare stigma by changing the image of the Program from a welfare to a nutrition and work support program.

The productions should contain supporting messages that reflect creativity, sound interpretation of campaign messages, and understanding of the target audiences and how to influence their behavior to make an informed participation decision.

PR-3: Development of two tool kits to share consistent messages about the national food stamp campaign throughout all levels of the FSP stakeholder community. One tool kit should be designed for use by state and local food stamp workers. The second tool kit should be designed for use by community outreach workers. Reference subtask 25.

The contractor, in negotiations with FNS, shall develop two tool kits to share consistent messages about the national FSP media campaign throughout all levels of the FSP stakeholder community. Messages should be consistent with those developed for the advertising portions of the campaign and should focus on positioning the FSP as a nutrition assistance and work support program.

Tool kits produced should be clear and easily understood. The tool kits should contain templates to help the stakeholders promote the campaign themes and messages. Tips and suggestions on how messages can be incorporated into routine business practices should be provided.

Summary of Performance Objectives, Standards and Measures

These are the sub-tasks that have been identified for the Fixed Price Award Fee. Bidders may propose changes to the performance standards and measures to better reflect the proposal that is being submitted. In Fiscal Year 2004, the award fee shall not exceed \$110,000.

Performance Objective/Requirement	Performance Standard	Measure
<p>PR - 1: Develop recommendations for areas to purchase radio media buys. Justify areas selected based on FSP participation data and opportunities to increase the leverage of the campaign through donated media buys.</p> <p>Reference sub-task: 21.</p>	<p>Conclusions for media buy sites will be based on interpretation of data and opportunities for donated media buys with overall goal of leveraging resources most effectively to reach the target audiences.</p>	<p>A report containing justifications for site locations will document how locations were selected.</p> <p>After FNS review of the media buy locations, if the contractor's recommendations are accepted by FNS after two rounds of review and discussions, the contractor will have exceeded the performance requirement for this sub-task.</p> <p>After FNS review of the media buy locations, if the contractor's recommendations are not accepted and the contractor must present a third round of locations to FNS, the contractor will have successfully met the performance requirement.</p>
<p>PR - 2: Develop and produce television productions for the national FSP educational campaign. The productions should provide non-participating eligible people with information about FSP benefits and how to apply. The productions should emphasize the nutrition and financial benefits of the FSP.</p> <p>Reference sub-tasks: 22 and 23.</p>	<p>The two television productions should reflect the campaign theme and messages. The messages must be culturally sensitive, appealing and understood by the target audiences.</p> <p>The productions were produced in accordance with the USDA Office of Communications (OC) (Broadcast Media and Technology Center, Visual Communications Center, and Printing Office) requirements.</p>	<p>After FNS review of English and Spanish scripts, if the contractor successfully captures all changes required by FNS after each round of review, the contractor will have exceeded the performance requirement for this sub-task.</p> <p>After FNS review of the scripts, if the contractor takes two rounds to successfully capture FNS' changes, the contractor will have successfully met the performance requirements.</p>

<p>PR – 3: Development of two tool kits to share consistent messages about the national food stamp campaign throughout all levels of the FSP stakeholder community. The tool kits should focus on positioning the FSP as a nutrition assistance and work support program. The tool kits should contain templates to help stakeholders promote the campaign theme and messages. Tips and suggestions on how messages can be incorporated into routine business practices should be provided.</p> <p>Reference sub-task: 25.</p>	<p>The tool kits should be clear and easy to understand. The tool kits should contain templates to promote the national media campaign.</p> <p>The tool kits were produced in accordance with USDA OC requirements (Broadcast Media and Technology Center, Visual Communications Center, and Printing Office).</p>	<p>After FNS review, if all FNS changes are incorporated, the contractor will have exceeded the performance requirement for this task.</p> <p>After FNS review, if the contractor takes two rounds to incorporate all of FNS' changes, the contractor will have successfully met the performance requirement.</p>
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