

UNITED STATES DEPARTMENT OF AGRICULTURE

PURCHASE ORDER

FOR AGENCY USE ONLY

DATE: 09/09/02

OFFICE: 3AE J

CONTRACT NUMBER: OPEN MARKET

ORDER DATE: 09/09/02

OFFICE: CP

FUND CODE: VI

ORDER NUMBER: 43-3K06-2-3515

BUDGET: 00

PAGE NO: 1 OF 2

TYPE PURCHASE: PURCHASE ORDER

DELIVERY ORDER: DELIVERY ORDER

43-1791885 N 43-1791885

TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

FLEISHMAN HILARD
P.O. BOX 91139E
VENDOR#4317E 1685A
DALLAS, TX 75391-139E
(816) 672-2234

SHIP TO >

Consignee, Address, Zip Code, and Place of Inspection and Acceptance:

USDA/NASS/MISO
1400 INDEPENDENCE AVENUE SW
SOUTH BLDG RM 6305
WASHINGTON, DC 20250

FISCAL YEAR: (2002) 850-8122 Check One: > FTS > COMM >

12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	16 BUDGET OBJECT	15 ACC LINE	17 QUANTITY	18 UNIT (CODE)	19 UNIT PRICE	20 AMOUNT
01		DEVELOP A PLAN FOR USING MARKET RESEARCH TO SUPPLEMENT EXISTING KNOWLEDGE OF DATA PROVIDER PERCEPTIONS OF NASS FOR THE PERIOD OF AUGUST 23, 2002 THROUGH OCTOBER 31, 2002.	2587	01	1	EA	20000.000	20000 00
02		DEVELOP KEY MESSAGES THAT TIE CLOSELY TO PROGRAM OBJECTIVES	2587	01	1	EA	0.000	0 00
03		DEVELOP CONCEPTS FOR AUDIO PUBLIC SERVICE ANNOUNCEMENTS, PREPRINTED POSITIONERS, REGIONAL OPINION-EDITORIAL COLUMNS/TEMPLATES, NEWS RELEASE TEMPLATES, REGIONALIZED MEDIA LISTS BY STATE, IMPLEMENTATION PLANS, AND EVALUATION/MEASUREMENT OF THIS MARKETING PROGRAM'S EFFECTIVENESS	2587	01	1	EA	0.000	0 00
04		CONSIDER POSSIBILITIES OF AN E-MAIL DATA PROVIDER DATABASE TO DISTRIBUTE RELEVANT REPORTS.	2587	01	1	EA	0.000	0 00
05		DEVELOP POTENTIAL STORY ANGLES SUPPORTING NASS KEY MESSAGES THAT COULD BE PITCHED TO MEDIA	2587	01	1	EA	0.000	0 00
06		PROVIDE GUIDANCE ON FARM AND	2587	01	1	EA	0.000	0 00

21 THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 251(e)

21 F.O.B. POINT	22 DELIVERY AND/OR NET PAYMENT TERMS	23 TYPE OF DELIVERY/PAYMENT CODE	24 SUB-TOTAL	25
	24 5 10 VIA	23	TOTAL	27

28 ACC LINE	29 ACC LINE	30 CLASSIFICATION	31 AMOUNT
A	B	C	D
5	10	3	4
2			

31 BILLING OFFICE NAME AND ADDRESS: USDA/ARS/PHS STOP 0310 ATT: DOUG JOYNER 1400 INDEPENDENCE AVE., SW WASHINGTON, DC 20250 0310

32 ORDERED BY (Name and Title): DOUGLAS J. JOYNER CONTRACTING OFFICER

33 COMMERCIAL PHONE (Area Code and Number): (202) 720-4505

34 AUTHORIZED SIGNATURE: SEE LAST PAGE

35 FTS PHONE NO.

UNITED STATES DEPARTMENT OF AGRICULTURE

PURCHASE ORDER

FOR AGENCY USE ONLY

1 PAGE NO. 2 OF 2	2 FUND CODE 3AE J	3 CONTRACT NUMBER OPEN MARKET	4 ORDER DATE 02/05/02	5 SF-BIT CP	6 UNIT CODE WI	7 FUND CODE 43-3K08-2-3515	8 ORDER NUMBER 00
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9a TYPE PURCHASE (Check one) PURCHASE ORDER DELIVERY ORDER

43-1791685 N 43-1791685

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

FLESHMAN HILL ARC
 P.O. BOX #11380
 VENDOR#43175 1585A
 DALLAS, TX 75391-1388
 (816) 512-2234

11 (Origin, Address, Zip Code, and Place of Production and Acceptance)

USDA/NASS/NISO
 1400 INDEPENDENCE AVENUE SW
 SOUTH BLDG RM 6305
 WASHINGTON, DC 20250
 PHONE (A/C B. No.) (202) 690-8122

12 LINE ITEM	13 AGT CODE	14 DESCRIPTION	15 BUDGET OUTDT	16 ADD LNE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
		COMMODITY ORGANIZATION RELATIONS BY HELPING NASS TO IDENTIFY POTENTIAL SPEAKERS AND TARGET KEY COMMODITY GROUP CONVENTIONS FOR SPEAKER PLACEMENT, DEVELOP MEDIA RELATIONS PLAN TO PROMOTE NASS SPEAKERS AT KEY CONVENTIONS, DEVELOP A PLAN FOR CREATING AND MANAGING AN ADVISORY BOARD TO ASSIST NASS IN EVALUATING EFFECTIVENESS OF THE SURVEY PROCESS, INFORMATION ACCURACY, AND OVERALL PRODUCTION PROGRAM ACCEPTANCE. THEN DEVELOP A PLAN FOR MERCHANDISING THE ADVISORY BOARD TO THE MEDIA AND NASS TARGET AUDIENCES, AND MEASURE THE SUCCESS OF FARM AND COMMODITY ORGANIZATION RELATIONS.						

21 THIS PURCHASE ORDER IS NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 10105-6

21 P.O.B. POINT

22 DISCOUNT AND/OR NET PAYMENT TERMS 0.0% 0 0.00 0 0.00 0 30

23 TYPE COMMODITY/PAYMENT CODE > 0

24 ESTIMATED FREIGHT

25 Sub-Total > 20000 00

26 DESTINATION 10 31-2002

27 TOTAL > 20000 00

28 ACC LINE	29 ADDU	30 CLASSIFICATION	31 AMOUNT
A	B	C	D
5	10	3	4
1	2	1	2
01	22015	363	

31a ISSUING OFFICE: NAME AND ADDRESS

USDA/ARS/PPB
 STOP 03-10 ATT: DOUG JOYNER
 1400 INDEPENDENCE AVE., SW
 WASHINGTON, DC 20250 0310

31b ORDERED BY (Name and Title)

DOUGLAS J. JOYNER
 CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number)

202 720-4955

31d FTS PHONE NO.

31e AUTHORIZED SIGNATURE

Douglas J. Joyner

**Statement of Work
(Requirements for Bid)**

**Agreement between the Department of Agriculture,
National Agricultural Statistics Service and (Contractor)**

for Development and Conduct of a Public Awareness Campaign

The National Agricultural Statistics Service (NASS) seeks a qualified individual, company or team to design and implement the first phase of a planned multi-year public awareness campaign that will support the NASS data collection and data dissemination efforts.

I. Background – About the NASS

The National Agricultural Statistics Service (NASS) is the primary collector of US agriculture data and publishes official statistics as authorized by the United States Department of Agriculture (USDA). NASS serves the basic agricultural and rural data needs of the country with accurate, timely, and unbiased statistical information and services to the public. The primary sources of data for NASS reports are information provided by farmers, ranchers, and agribusinesses. Nationwide, hundreds of surveys are conducted annually, quarterly or monthly covering crops, livestock, economics, and other agricultural activities. NASS relies on the voluntary cooperation of respondents to report data except for the Census of Agriculture which is mandated by federal law. Data reported by respondents are confidential and protected from disclosure by federal statute.

NASS uses its 46 field offices (called State Statistical Offices (SSOs), each headed by a State Statistician), servicing all 50 states and Puerto Rico, to collect and compile data for the headquarters office in Washington, DC. With the exception of the mass mailing of the Census of Agriculture, data collection is conducted by the SSOs. Information for National reports is transmitted to Washington, DC where it is compiled and released. NASS uses multiple data collection methods for any given survey. Information is gathered through self-administered methods or via enumerators. Most surveys are enumerated and may be conducted through a face to face interview or through telephone interviews via Computer Assisted Telephone Interviewing (CATI) or using paper questionnaires. Self administered surveys are predominantly paper questionnaires mailed to respondents while a few surveys are collected by e-mail, fax, or the Web. In addition to National releases, each of the SSOs also publishes state level reports, usually identified as from the *STATE* Agricultural Statistics Service. When statistics from NASS are cited by others, they may be referenced as from the NASS, the *State* Agricultural Statistics Service or simply as from the USDA.

The information published by NASS is used by many people and organizations for many purposes. Respondents to the various surveys may use the reports and resulting statistics themselves, but many respondents are only affected by the data indirectly. These indirect effects on producers include National, State, or local government policy decisions based on these data, research by academic or private organizations, products marketed or developed for agricultural producers, and interest groups lobbying and working on their behalf. In addition, when official estimates of crop and livestock inventory and production are contrary to industry expectations, commodity prices may be affected by publication of our estimates.

NASS has three primary target audiences for Promotion, Publicity and Marketing efforts:

- **Data Providers**

Much of our current publicity and promotion work is directed toward data providers. Almost all of the information that NASS publishes is generated from reports or data collected from individual agricultural producers or agribusinesses. Without accurate and reasonably high cooperation rates on the surveys, the quality of the reports cannot be maintained. With the exception of the Census of Agriculture, data are collected from providers on a voluntary basis. Many of the surveys that NASS conducts employ sophisticated statistical sampling. This results in large or unique producers being contacted more often or with higher likelihood than small producers.

NASS has been tracking response rates for major surveys for many years. While response rates near 80% are not uncommon, response rates have been steadily declining for some time. Past internal research by NASS has indicated that many of the data providers do not ever use the reports or statistics published by NASS directly. This research also showed that producers who refuse to provide data when contacted fall into two groups. The first are those who do not know who NASS is or what we do. The second group knows what we do, but thinks that the reports that we publish are detrimental to producers.

- **Data Users**

Data users include a wide variety of people and organizations. These may include government and academia, agricultural communicators (print, broadcast, and television), agricultural analysts, agricultural producer groups (e.g. the Farm Bureau, the Cornrowers Association, National Pork Producers Council, etc), and agribusinesses who supply, buy from or support agricultural production. Data users may need basic facts about US agriculture or they may need detailed information to use in further analysis. NASS statistics may be obtained in a variety of ways. The largest proportion of data is provided either via our web site or by email through the Internet. Hard copies of reports can also be obtained.

In addition to providing summarized data, NASS also provides services for other organizations on a reimbursable basis. This may include consulting on survey design and

execution, or conducting parts of or entire surveys and summarizing their results. We also provide limited special tabulations of existing data that have not been previously published.

• **NASS and NASDA employees**

The third NASS target audience is the employees of the agency. This would include all employees in both headquarters and the SSOs. Many of these employees are statisticians, but the agency also employs many people with limited or no knowledge of statistics. The level of knowledge of agriculture also varies greatly. In addition to the NASS employees, the enumerators who collect the data work for NASS under a contract with the National Association of State Departments of Agriculture (NASDA). Enumerators work both in the SSOs doing telephone interviewing and in the field. They all work on a part time basis, although many have been doing this work for many years.

II. Purpose and Goals of the Campaign

NASS had conducted limited research which gives some insight into the need for a Public Awareness Campaign. As mentioned previously information collected from both respondents and non-respondents to some of our major surveys showed that respondents were more likely to know who NASS was and to know what we do than non-respondents. In addition, a number of focus groups conducted around the country also showed that producers were more likely to respond to the surveys when they understood how the data might be used and perceived this to be positive. The key finding from all this research was that NASS may achieve better cooperation from survey respondents if they have higher awareness of NASS and NASS has a more positive public image.

The purpose of the campaign is to increase awareness about who NASS is, what NASS does and how this may positively impact agricultural producers. At this phase of our activities, the focus will be primarily on the data providers (and secondarily on NASS and NASDA employees). Later phases of the campaign may shift more emphasis to data users.

The chief goals of the multi-year campaign are:

1. To raise the level of name recognition of NASS and create positive associations with the work that it does.
2. To drive audiences to our website for statistics and further information about the NASS.

III. Deliverables

Phase I of a possible multi year public awareness campaign plan, complete with creative, public relations and media strategies, as appropriate, and a tactical implementation plan.

IV. The Proposal

The plan should detail your recommended approach for meeting the project goals as described. We encourage you to approach the campaign design creatively; we are open to alternative professional recommendations about how we can best achieve our public awareness goals within a limited budget.

We are most interested in how you approach problem solving, how you work with your clients, and the media. We'll want to know how you have solved public awareness challenges for other clients, agricultural, government, non-profit or otherwise. Your proposal should include an outline of what your proposed Scope of Work would accomplish for the NASS and how you would evaluate your efforts. Please provide a proposed timeline for completion of the project that includes a schedule for both planning and implementation.

Experience and qualifications. Please provide background on your company and the resumes and relevant qualifications of key agency or team personnel who will work on this project and indicate the role each will play in this process. Demonstrated experience in conducting similar campaigns especially for agricultural, government or not-for-profit organizations or projects will be carefully considered.

Please note: 1) We are requesting a basic capabilities presentation. You are *not* and will not be asked to provide speculative creative. 2) We will entertain proposals from all qualified entities, including joint ventures, partnerships or teams created specifically to respond to this RFP. However, you must clearly identify a single lead firm or legal entity responsible for project completion. For purposes of contract award, that firm will be considered the sole source provider.

References. Provide a minimum of three professional references from similar projects completed within the last three years and include complete contact information for each.

Samples of Previous Work on Similar Projects. Please provide samples of recent work demonstrating your strategic, creative and problem solving capabilities and knowledge of the marketplace.

A word about ownership and confidentiality. The NASS will retain the copyright of any published work, including original photography and illustration, if any. If selected to work on this project, our internal research will be made available to you as well as selected other relevant information. All information received by you in the course of working with The NASS is considered confidential and remains the property of The NASS.