


**BEST VALUE
BLANKET PURCHASE AGREEMENT
FEDERAL SUPPLY SCHEDULE
(USDA Food and Nutrition Service)**

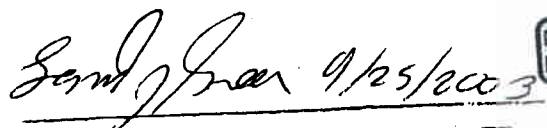
In the spirit of the Federal Acquisition Streamlining Act USDA/Food and Nutrition Service and Fleishman-Hillard, Inc., enter into a cooperative blanket purchase agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract GS-23F-0117K.

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: the search for sources; the development of technical documents and solicitations; and the evaluation of bids and offers. Contractor Team Arrangements are permitted with Federal Supply Schedule contractors in accordance with Federal Acquisition Regulation (FAR) Subpart 9.6.

This BPA will further decrease costs, reduce paperwork and save time by eliminating the need for repetitive, individual purchases from the Schedule contract. The end result is to create a purchasing mechanism for the **Government that works better and costs less.**

Signatures:

 9.25.03
 AGENCY — DATE
 Contractor
 Exemption 4
 Commercial Information

 9/25/003
 CONTRACTOR — DATE
 A90009

TOSS
 RETURN

BPA NUMBER 03-100JBE

USDA FOOD AND NUTRITION SERVICE (FNS)
BLANKET PURCHASE AGREEMENT

Pursuant to GSA Federal Supply Schedule Contract Number GS-23F-0117K Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH USDA Food and Nutrition Service:

- (1) The following contract services/products can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

ITEM (Model/Part Number or Type of Service)

Sin 738-8 Full Service Marketing, Media, and Public Information Services

SPECIAL BPA DISCOUNT/PRICE

discounted labor rates

EXEMPTION 4
COMMERCIAL INFORMATION

DELIVERY SCHEDULE

Specified on each individual task order.

mmb
\$ 12,000,000.00 in

- (2) Delivery:

DESTINATION

Specified on each individual task order.

- (3) The Government estimates, but does not guarantee, that the volume of purchases through this agreement will be \$11,314,000.00
- (4) This BPA does not obligate any funds.
- (5) This BPA expires on (01/31/05) at the end of the contract period, whichever is earlier.

- (6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE

USDA/FNS

Contract Management Branch

3101 Park Center Drive, Rm. 229

Alexandria, VA 22302

POINT OF CONTACT

Leonard J. Green (703) 305-2257

Patricia Palmer (703) 305-2251

- (7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, paper, or oral communications.
- (8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

- (a) Name of Contractor;
- (b) Contract Number;
- (c) BPA Number;
- (d) Model Number or National Stock Number (NSN);
- (e) Task/Delivery Order Number;
- (f) Date of Purchase;
- (g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and
- (h) Date of Shipment.

- (9) The requirements of a proper invoice are as specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the task/delivery order transmission issued against this BPA.
- (10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

***IMPORTANT** - A new feature to the Federal Supply Schedules Program permits contractors to offer price reductions in accordance with commercial practice. Contractor Team Arrangements are permitted with Federal Supply Schedule contractors in accordance with FAR Subpart 9.6.

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

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

1. PAGE NO. 1	2. RECEIVING OFFICE NO 3198	3. CONTRACT NO GS-23F-0117K	4. ORDER DATE 09/22/2003	5. SF-281 22	6. UNIT CODE	7. FUND CODE 99	8. ORDER NO 43-3198-3-0140	9. SUB 00
10. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER			11. SELLER'S IDENT NO 431791685		12. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		13. TAXPAYER'S IDENT NO 431791685	

10. TO (Buyer'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 ▶	11. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS CGA 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 Room: 900 PHONE (703) 305-2291 (AC&No)
--	------------------	--

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		This task order is for award of task order no. one (01) from USDA/FNS BPA No. 03-100JBE in the amount of \$3,881,801.51 in accordance with the attached SOW pg. 1-10 (Rev. 8/28/03) Attachment 1. Period of performance September 22, 2003 through July 21, 2004. * The awarded amount of \$3,881,801.51 includes award fees of \$119,335.67 in accordance with the attached Quality Assurance Plan (QSAP) (subtask 9, 3, 5, and 2) Attachment 2. Payment of the award fee is due only upon meeting the performance standard measures as agreed upon in the attached QSAP. * The awarded amount of \$3,881,801.51 is in accordance with the proposed budget summary for task 1 (dtd. 9/3/03) and includes the contractors discounted GSA FSS hourly rates.				
			S E L L E R - S O R I G I N A L			
01		FOOD STAMP NATIONAL MEDIA CAMPAIGN -TASK 1	1	EA	999,999.00	999,999.00
02		SHARED WITH LINE 1 ABOVE FOR ACCOUNTING PURPOSES	1	EA	999,999.00	999,999.00
03		SHARED WITH LINE 1 ABOVE FOR ACCOUNTING	1	EA	999,999.00	999,999.00

THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 263(c)(4)

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

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

1. PAGE NO. 2	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/22/2003	5. SF-231 22	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO. 43-3198-3-0140	9. SUB 00
10. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER			11. SELLER'S IDENT NO. 431791685	12. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		13. TAXPAYER'S IDENT NO. 431791685		

14. 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 ▶	15. Consignee Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS CGA 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 Room: 900 PHONE (703) 305-2291 (ACAND)
---	------------------	---

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
04		<p>SHARED WITH LINE 1 ABOVE FOR ACCOUNTING PURPOSES ALL INVOICES MUST CONTAIN THE TAXPAYER IDENTIFICATION NUMBER (TIN)</p> <p>Payment under this purchase order will be due on the 30th calendar day after receipt of a proper invoice by the office designated under billing instructions. The date of the check shall be considered to be the date payment is made.</p> <p>SUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO: USDA, FNS, ACCT DIV TYPE-43 INVOICE 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302</p> <p>BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND OUR ORDER NUMBER.</p> <p>This is a delivery order placed under GSA Federal Supply Schedule Contract. The provisions set forth in this order</p>	1	EA	681,804.51	681,804.51

S
E
L
L
E
R
·
S
O
R
I
G
I
N
A
L

24. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(4)

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 09/22/2003	5. SF-201 22	6. UNIT CODE	7. FUND CODE NP	8. ORDER NO 43-3198-3-0140	9. SUB 00
14. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER		15. SELLER'S IDENT NO 431791685	16. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		17. TAXPAYER'S IDENT NO 431791685			

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

11. SHIP TO
USDA/FNS
CGA
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
Room: 900
18. PHONE (703) 305-2291
(ACANO)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		<p>(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. Payments under this order shall be made via electronic funds transfer method, i.e., "Vendor Express." "Vendor Express" is direct deposit for businesses that provide goods and services to any Federal agency. Payments are made electronically through the Automated Clearing House network for deposit directly into your bank account on the payment due date.</p> <p>The contractor, after award and not later than 21 days prior to submission of an invoice, must obtain and complete a vendor express enrollment package. The enrollment package is available on the National Finance Center (NFC) home page (www.nfc.usda.gov). Click on the "Support Center" icon located at the top of the page. EFT information is listed under "General Resources." If a vendor does not have Internet access he/she may contact the National Finance Center at 1-800-421-0323 (or 504-255-3324) and request instructions for establishing a "Vendor Express" payment</p>	S E L L E R · S O R I G I N A L			

21. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 262(c)

22. DISCOUNT AND/OR NET PAYMENT TERMS

Total

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

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

1. PAGE NO. 4	2. RECEIVING OFFICE NO 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE 09/22/2003	5. SF-281 22	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO 43-3198-3-0140	9. SUB 00
------------------	--------------------------------	---------------------------------	-----------------------------	-----------------	--------------	--------------------	-------------------------------	--------------

10. TYPE PURCHASE <input checked="" type="checkbox"/> PURCHASE ORDER <input type="checkbox"/> DELIVERY ORDER	11. SELLER'S IDENT NO 431791685	12. FORM 1099 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	13. 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 DRIVE Room: 900
ALEXANDRIA, VA 22302
PHONE (703) 305-2291
(ACANo)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
---------------	--------------	-----------------	--------------	----------------	----------------	------------

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.

SUBMIT 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.

This is a fixed price order billable upon successful completion of each subtask deliverable for Task 1 as identified in pages 7 -9 of the SOW (attachment 1).
I, _____ a duly authorized representative of _____, accept the terms and conditions of this order, and understand that by signing below I am binding my

S
E
L
L
E
R
S
O
R
I
G
I
N
A
L

ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 262(c)

3/20/03 14:39 USDA/FCIS/ASD/CMD → 202 296 1793


UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

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

1. RECEIVING OFFICE NO. 3198	2. CONTRACT NO. GS-23P-0117K	3. ORDER DATE 09/22/2003	4. AF-281 22	5. UNIT CODE	6. FUND CODE	7. ORDER NO. 43-3198-3-0140	8. SLIP 00
9. SELLER'S IDENT NO. 431791685		10. FORM 1000 <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES		11. TAXPAYER'S IDENT NO. 431791685			

12. (Buyer's Name, Address, City, State, Zip Code, and Phone No.)
EISHMAN-HILLARD, INC.
15 L STREET, NW SUITE 1000
D431791685 A
WASHINGTON, DC 200365654

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS
CGA
3101 PARK CENTER DRIVE Room: 900
ALEXANDRIA, VA 22302
PHONE (703) 305-2291 (AC&M)

13. ACT CODE	14. DESCRIPTION	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
	company (myself) to the terms of a contract between my company (myself) and the Federal Government. CONTRACTOR'S SIGNATURE DATE  Exemption 4 Commercial Information Tech. Contact: Pat Seward, (703) 305-2428	S E L L E R · S O R I G I N A L			

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

21. Point of Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	Total	3,681,801.51
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 9/21/2004	24. SHIP VIA		

BILLING INSTRUCTIONS:
 No Billing Will Be Submitted in Advance of Shipment
 Furnish Invoice With Our ORDER NUMBER To:
 USDA/FNS/ACCOUNTING DIVISION
 FNS-43 INVOICE
 3101 Park Center Drive
 Alexandria VA 22302

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

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

25. BUYING OFFICE NAME AND ADDRESS DA - FNS Administrative Services Division 3101 Park Center Drive Alexandria, VA 22302	26. ORDERED BY (Name and Title) LEONARD J. GREEN, CONTRACTING OFFICER
	27. COMMERCIAL PHONE (Area Code and Number) (703) 305-2257
	28. AUTHORIZED SIGNATURE <i>Leonard J. Green</i> 9/25/2003
	29. F18 PHONE NO.

FOR AGENCY USE ONLY
CG03065000

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO. 1 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 WP 8. ORDER NO. 43-3198-3-0140 9. SUB 01

9a. TYPE PURCHASE **PURCHASE ORDER** **DELIVERY ORDER** 9b. SELLER'S IDENT NO. 431791685 9c. FORM 1099 **NO** **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

05		This task is awarded against BPA FNS-03-100JBE TASK 2 (Year One) - (Ref. subtask 3-1 task 1) Additional Radio Media Buys in accordance with Task 1 (Year One) SOW This task will increase the total funding awarded for media buys to \$2,942,504.00 (\$2,739,979.00 awarded in Task 1 plus \$202,525.00 awarded in this Task 2)	2500	02	1	EA	200,000.00	200,000.00
06		Same as line 5 above	2500	03	1	EA	2,525.00	2,525.00

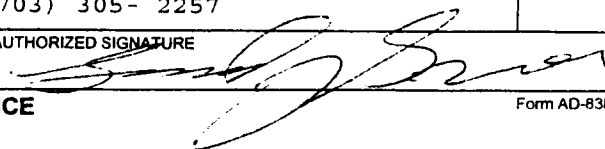
Tech.Contact: Pat Seward, (703) 305- 2428

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. TYPE COMMODITY/PAYMENT CODE: Sub-Total 25.
23. DELIVER TO F.O.B. ON OR BEFORE (Date) 24. SHIP VIA 26. ESTIMATED FREIGHT TOTAL 27.

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
02	3042	03100					
03	3041	13100					

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

AA

ATTACHMENT I

**Objectives and Statement of Work for the FSP National Media Campaign
Revised 8/28/2003****I. Purpose:**

The contractor shall provide services to the FNS of the USDA for the development of a national FSP media campaign focused on increasing program participation among eligible individuals and families. The campaign objective is to promote a positive perception of the FSP nationwide. The key messages should educate potentially eligible individuals about the nutrition benefits of the Program and the role it can play in supporting working individuals and families.

The contractor will develop a three-year media campaign that includes innovative and creative products and marketing strategies. Initially, the contractor will use existing FNS resources developed under other contracts to facilitate a speedy implementation of the campaign.

The government intends to award optional tasks as determined and ordered by FNS in FYs 2004 and 2005, depending upon the availability of funds, and FNS' determination of a continued need for a national media campaign.

I. Background:

The Food and Nutrition Service increases food security and reduces hunger in partnership with cooperating organizations by providing children and low-income people access to food, a healthful diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.

The Food Stamp Program is the Nation's primary food assistance and income security system for the poor, due to the breadth of its coverage and the importance of its benefits for millions of low-income households. Currently, the FSP is reaching about 59 percent of individuals who are eligible for benefits. While participation among eligible people is increasing, it is still significantly below its high point in 1994, when over 74 percent of eligible households were participating in the Program. Therefore, FNS has identified the FSP National Media Campaign as a corporate priority.

The purpose of this FSP National Media Campaign is to educate the general public, especially those potentially eligible for the FSP, about the nutrition benefits of the Program. The campaign aims to combat the negative welfare stigma sometimes associated with food stamps by emphasizing that the FSP is a nutrition and work support program. The campaign also is to convey general eligibility criteria to overcome misinformation as well as to provide potential applicants with information on where and how to apply for food stamps.

FNS' studies have shown that barriers to program participation include the following:

- confusion about welfare reform policies stemming from the implementation of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (PRWORA).
- misinformation or lack of information about the FSP. Some households believe that they are not eligible for food stamps because they are employed, own a home or car, or because they no longer receive other types of assistance such as Temporary Assistance for Needy Families (TANF).
- misinformation among immigrant families that FSP participation could affect their citizenship and confusion about FSP requirements.
- perceptions among working families and elderly that they do not need food stamps, or that there is a limited amount of food stamps available and "others might need it more than me".
- expectations of low benefits particularly by elderly individuals who believe that they will only receive \$10 a month in food stamps, and that it is not worth their time or expense to apply.
- costs in terms of time and money of applying for and participating in the FSP. Some individuals take unpaid time off of work to apply for benefits and food stamp workers sometimes require them to make more than one visit to the food stamp office. Thus, the time required to complete the application process, plus the lost wages and transportation costs, may make it seem not worth the effort to apply.
- welfare stigma. Many individuals view the program as a welfare rather than a nutrition assistance program. Individuals do not want to be seen at the welfare department making application for food stamps or having their employers, friends, relatives, etc. know that they are receiving benefits. Other individuals do not want to be seen using food stamps in grocery stores.
- prior bad experience(s) with a food stamp office (insensitive food stamp workers, long waits, uncomfortable waiting areas, offices with limited parking or no public transportation, complicated and lengthy application form, too many required trips to gather all required documentation, etc.).

The FSP is taking steps to inform and educate potential applicants about the Program and to remove these barriers to participation. As barriers are eliminated, more individuals who are eligible for benefits are applying. Some current projects to educate potentially eligible individuals about the nutrition benefits of the FSP are:

- a national FSP Educational Campaign launched in 2002 around the slogan "Food Stamps Make America Stronger." This slogan and its materials (posters, brochures, fliers, and press kits) are currently in use nationwide. The images developed by the Design Center are available on a CD ROM and can be formatted to add local contact information. These materials have not been focus group tested.
- translation of six basic FSP informational materials such as the FNS-313 brochure into 34 languages to assist non-English speaking individuals and families to access the Program. Some of these informational materials are currently available; others are being field-tested and should be available in late FY 2003. Completed

informational materials are downloadable from the FNS web-site at <http://www.fns.usda.gov/fsp/info.htm>.

- grants awarded to community based, nonprofit and state organizations to encourage FSP participation, specifically:
 - in January 2001, FNS awarded 14 grants totaling approximately \$3.6 million to community organizations to undertake and evaluate projects aimed at improving FSP access through partnerships and new technology.
 - in September 2001, FNS awarded more than \$2 million in grants to six State food stamp agencies to conduct pilot projects to test three different approaches to eliminate barriers to participation in the FSP by eligible persons age 60 years and older. Those pilots, which will operate for two years, are being independently evaluated.
 - in September 2002, FNS awarded 19 grants totaling more than \$5 million to community organizations to undertake and evaluate projects aimed at improving FSP access through partnerships and new technology. These grants are being independently evaluated. The 19 grantees are using materials produced for the FSP Educational Campaign. Some grantees are using grant funds for local radio or television campaigns that promote their projects. Though grantees will use the national slogan and images, some will make state specific changes (e.g., Food Stamps Make Vermont Stronger) to deliver consistent messages to their target audiences. *The grantees are committed to this proposed media campaign and will work with the contractor selected for this award to maximize campaign resources.*
- a project with the USDA Office of Communications (OC) to develop and produce 16 English radio announcements for the four target group audiences (see Item 3), to distribute radio PSAs, to develop and produce one television PSA, and to distribute the television PSA. Additional effort is needed to test the clarity and appeal of the radio PSAs and the one television PSA through focus groups. If necessary, additional effort might be needed to revise, produce, and retest new messages. Additional effort is also needed to properly identify and recommend the locations of radio media buys.
- a contract with the Hispanic Radio Network to communicate messages of outreach to immigrants who are newly eligible for the FSP due to recent legislation (2002 Farm Bill), while also promoting the nutrition benefits of the FSP in 2003. Specific activities include:
 - 50 sixty-second capsules containing information about the new immigrant provisions.
 - several guest appearances by high-ranking FNS employees on weekly live call-in shows.
- a national toll free number, staffed 24 hours a day, informing callers about program requirements and providing assistance in English and Spanish for applicants and participants. Toll free number callers speak to live telephone operators to acquire FSP informational materials. Callers can also obtain their own State's toll free number for more specific local information, and learn the location of FNS' web-site.
- a contract that redesigned the FSP web-site to make it easier for FNS customers to obtain policy and informational materials.
- a contract to design and develop a FSP web-based eligibility pre-screening tool that can be used by potential applicants, service providers, etc. The pre-screening tool

enables customers to make an informed decision as to whether or not they should apply for FSP benefits. This tool will be available on the FNS web-site in June 2003. optional 50/50 Federal matching funds to State food stamp agencies interested in conducting outreach activities. States must submit an optional plan to FNS regional offices to receive funding. Currently, there are 24 states with optional outreach plans.

3. Target Audiences:

The target audiences for this media campaign are:

- General low-income population
- Working poor individuals and families
- Elderly
- Immigrants

Immigrants will not be targeted in the FY 2003 radio media campaign. A separate contract was awarded to the Hispanic Radio Network in FY 2002, to conduct outreach for immigrants, as discussed above.

4. Requirements:

A. Campaign:

The contractor shall develop and implement as needed a three-year national media campaign plan with time frames and strategies targeted to general low-income population, working poor individuals and families, elderly, and immigrants. The plan should encourage these populations to apply for benefits by increasing Program knowledge, describing the nutritional aspects of the Program, and by conveying the message that the FSP is a work support Program. The campaign should be designed to combat welfare stigma.

The strategies developed for this campaign shall have a sound theoretical foundation and be based on health-behavior and health-communication models used by Health and Human Services (HHS) and others in reaching the target audiences.

The plan must include goals and objectives, description(s) of target audience(s), and specific communication activities designed to reach each audience. The plan must justify the choice of both the overall strategy and each of its major components, based on the proven successes of similar strategies in influencing habits of low-income populations.

In the development of the plan, the contractor will have specified activities that must be accomplished. The challenge is to use these traditional strategies and incorporate them into a new conceptual framework.

FNS is looking for plans that include:

- partnerships with traditional and nontraditional groups that can promote the messages of the campaign.

- innovative distribution methods and media materials using traditional and electronic communications technologies and services.
- print media material, design, and layout for flyers and newspaper ads and other media materials. Contractor shall recommend other such media materials to FNS.

B. Specified Activities:

As directed by FNS, the three-year media plan should provide approaches for improving and using the resources recently developed by FNS (discussed in background). Reference Tasks 1, 2, and 3 for specified sub-tasks describing activities.

C. Quality Assurance Plan:

Develop a quality assurance plan to describe how the quality of materials will be accessed internally and externally. Discuss the criteria for testing new materials using focus group or other kinds of testing.

D. Monitoring Plan:

The three-year media plan shall contain a monitoring component that includes mechanisms to track the use of the campaign materials. The proposal shall contain information on how each strategy will be tracked such as sigma encoding, usage reports, or other relevant data.

At a minimum, after award, the contractor shall collect and provide information on the following:

- the locations of the radio media buys or donated time, types of messages aired, and target audiences reached.
- if FNS approves the use of television during the campaign, the locations of media buys or donated time, and other relevant information.
- a distribution plan for materials that shows distribution locations (subject to FNS approval), products disseminated (e.g., brochures, posters, bus/subway cards, etc.), quantities of materials, any funds expended and reasons for expenditures, and partners (traditional and nontraditional) assisting with the distribution process.

E. Quality Assurance Surveillance Plan:

Develop a Quality Assurance Surveillance Plan (QASP) based on the outputs (deliverables) as described in the Tasks. The QASP should also include the method of surveillance and evaluation, the frequency and/or duration, quality assurance forms and a format for surveillance results.

5. Project Deliverables:

The contractor shall provide FNS with 3 hard copies and electronic files of all developed material. Reports and other materials should be prepared in Microsoft 2000 using Word, Excel, or Access Programs. If other software programs will be used, FNS approval must be obtained.

All data files, original artwork, disks, CD ROMS, tapes and other media materials produced as a result of this BPA shall be delivered to FNS. Electronic versions should also be provided.

Media materials prepared for the FNS web-site should be formatted so that they can be downloadable, when specified in the three-year media plan.

Electronic file duplication masters shall meet all USDA Design Center specifications for reproduction by a printer. The contractor shall work with the USDA Design Center to resolve any problems with any files prior to the acceptance of this final deliverable by FNS.

Duplication masters (final full color art and all files on a SyQuest Disk, and final film for printer, ready to-go transparencies, color separation negatives and materials on a CD ROM) shall be provided to FNS so that computer master versions are available to others to print the media materials. The duplication masters shall meet all USDA Design Center specifications for reproduction by a printer. The contractor shall work with the USDA Design Center to resolve any problems with any files prior to the acceptance of this final deliverable by FNS.

All media materials produced under this BPA must be submitted first to FNS and shall not be released without FNS' approval.

Meetings or conference calls with FNS shall be held as needed to discuss specific information or needs and project progress, and provide information. Meetings shall be held at the Park Office Center in Alexandria, Virginia.

Deliverables and Due Dates

The attached charts define deliverables and estimated due dates to assist in the preparation of the proposal. The sub-tasks are not listed in numerical order. The sub-tasks are listed in chronological order to reflect the activities that need to be completed along with the estimated due dates.

**Reporting Requirements - Task 1
Optional Tasks 2 and 3**

Deliverable	Estimated Due Date
Monthly status reports. Reference sub-tasks 2, 15, and 24.	10 calendar days after the end of each month.
Developing new and utilizing existing partnerships with traditional and nontraditional (cashiers at grocery stores, employers, etc.) groups to publicize the national campaign and to obtain donated radio or television media buys.	Progress should be recorded in monthly status report.
Final yearly report(s). Reference sub-tasks 2, 15, and 24.	30 calendar days prior to the expiration of the task awards.
Summary of salient results.	Summary must accompany report.

Task 1 – FY 2003

FY 2003 - Sub-tasks (listed in chronological order)	
Deliverable	Estimated Due Date
Post award meeting. Reference sub-task 1.	10 working days after Task 1 is awarded.
Recommendation of locations for radio media buys. Reference sub-task 3.	1 month after award.
Recommendation of distribution points for bus and subway cards. Reference sub-task 4.	1 month after award.
Consultation with 19 FY 2002 FSP outreach grantees to determine what media activities each is undertaking and possible linkages to the national media campaign. Reference sub-tasks 5, 12, and 13.	1 month after award.
Consult with New York, South Carolina, Texas, and Massachusetts State FSP agencies to discuss lessons learned and to obtain copies of their outreach media materials. Reference sub-tasks 12 and 13.	2 months after award.
Start development of a distribution plan using traditional and electronic communications technologies and services. When feasible, media materials should be disseminated through technology (web, CD ROMs, etc.). Reference sub-task 11.	2 months after award
Purchase, distribute, and track radio media buys. Radio productions developed by USDA OC will be used in FY 2003. Reference sub-task 3.	2 months after award.
Prepare and submit a memorandum summarizing consultations with 19 FY 2002 grantees and with State agencies (NY, SC, TX and MA). Recommend areas that can be capitalized on during this campaign. Recommend materials that should be focus group tested. Reference sub-tasks 12 and 13.	3 months after award
Design, produce according to local specifications, print, distribute, and track bus and/or subway cards. Reference sub-task 4.	3 months after award.
Development of data collection instruments and other needed materials for consumer testing of messages and/or materials. FNS and contractor will determine which materials (videos, posters, etc.) should be focus group tested. Reference sub-task 7.	5 month after award.
Development and, after FNS approval, implementation of a comprehensive three-year media plan for the national FSP campaign. Plan should include a monitoring component. Reference sub-task 5.	6 months after award.
Development, design, and layout of print media materials as specified in the FNS approved media plan. Reference sub-task 6.	8 months after award.

Conduct focus group testing of radio and television productions produced by USDA OC and other materials (to be determined by FNS and contractor). Reference sub-task 9.	8 months after award.
Interim and final reports regarding focus group findings concerning radio and television productions, and other materials, if any. If in the FNS approved media plan, revise, produce, and retest USDA OC radio and television productions. If in the FNS approved media plan, focus group test existing or newly developed materials. Reference sub-task 9.	11 months after award.
Recommendations for media events. Reference sub-task 10.	11 months after award

Task 1
Optional Sub-task for FY 2003

Deliverable:

Sub-task 3-1. Purchase additional radio media spots, distribute, and track.

If additional funding becomes available in FY 2003, FNS reserves the right to purchase additional media spots. The contractor will purchase the additional radio media spots, distribute, and track.

ATTACHMENT 2

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

Performance Objective/Requirement	Performance Standard	Measure	Award Fee For Sub-Task
PR-1: Assessment of awareness of the FSP as a nutrition and work support Program, attitudes toward the FSP, how to apply, and its application process. Reference sub-task: 9 – 17-30	Focus group findings and/or appropriate additional methods shall be used to document consumer knowledge, attitudes, and awareness to establish best tactics for changing image of Program and increasing participation. Findings will contribute to reassessment of current behavioral barriers & identify intermediate communication steps necessary to attain FSP goals.	Reports of the focus groups and/or other research methods will document conclusions as well as the results of behavioral mapping for each target audience.	Subtask 9, 5% = \$4,962.41
		After FNS review, if the report requires one round of revision, the contractor will have exceeded the performance requirement for this sub-task.	Subtask 17, 5% =\$18,694.47
		After FNS review, if the report requires two rounds of revisions, the contractor will have successfully met the performance requirement.	Subtask 30, 5% =\$35,723.54

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

Performance Objective/Requirement	Performance Standard	Measure	Award Fee For Sub-Task
<p>PR-2: 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. Reference sub-task: 3- 18- 26</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. A benchmark analysis of earned media will be established and an earned media plan that complements and leverages media buy sites will be included.</p>	<p>Report with justifications for site locations will document conclusions.</p> <p>After FNS review of the media buy locations, if the contractor's recommendations are accepted, the contractor will have exceeded the performance requirement for this sub-task.</p> <p>After FNS review of the media locations, if the contractor's recommendation is not accepted and a second round of locations must be presented to FNS, the contractor will have successfully met the performance requirement.</p>	<p>Subtask 3, 5% = \$104,974.23</p> <p>Subtask 18, 5% = \$80,270.37</p> <p>Subtask 26, 5% = \$81,649.87</p>

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

Performance Objective/Requirement	Performance Standard	Measure	Award Fee For Sub-Task
<p>PR-3-A: Develop a creative, innovative, and comprehensive three year media plan for a national FSP educational campaign. The plan must contain a monitoring component. Contractor will update and maintain plan in optional years, if tasks awarded. Reference sub-task: 5-16-25</p>	<p>Campaign plan should have a sound theoretical foundation and reflect the campaign theme and message concepts. The messages recommended in the plan must be culturally sensitive, appealing and understood by the target audiences. The plan reflects an understanding of the USDA Design Center and OC specifications.</p>	<p>Final report presents detailed and unbiased critique of the media campaign and recommendations for the three-year plan and subsequent modification plans.</p>	<p>Subtask 5, 5% = \$5,469.21</p>
	<p>An innovative partnership plan will be included and potential uses of these partners to leverage FSP messages will be recommended.</p>	<p>After FNS review of the draft report, if the contractor successfully captures all changes required by FNS during the first round of review, the contractor will have exceeded the performance requirement for this sub-task.</p>	<p>Subtask 16, 5% =\$6,371.82</p> <p>Subtask 25, 5% =\$4,972.59</p>
	<p>After FNS review of the draft report, if the contractor takes two rounds of review to successfully capture all of FNS's changes, the contractor will have successfully met the performance requirements.</p>		

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

Performance Objective/Requirement	Performance Standard	Measure	Award Fee For Sub-Task
<p>PR-3-B: Develop procedures for tracking how materials are used including but not limited to volume of material, types of materials, location of distribution, and potential audience. Tracking document must also include when States or local locations were advised of airing of messages. The procedures should be outlined in the three-year media plan.</p> <p>Reference sub-tasks: 2 and 5, 15 & 16, 24 & 25</p>	<p>Data are rigorously collected on the implementation of the media campaign, providing benchmarks for assessing costs, and possible effects.</p>	<p>Data are presented in the monthly status reports and are summarized in the yearly final reports. Data are used in the reports to explain what work has been done and whether or not it will support the objectives of the campaign.</p> <p>Results of discussions with States about the airing of messages and their suggestions for plan revisions will be documented.</p> <p>After FNS review of the draft report, if the contractor successfully captures all changes required by FNS during the first round of review, the contractor will have exceeded the performance requirement for this sub-task.</p> <p>After FNS review of the draft report, if the contractor takes two rounds of review to successfully capture FNS's changes, the contractor will have successfully met the performance requirement for this sub-task.</p>	<p>Subtask 2, 5% = \$3,929.82</p> <p>Subtask 5, 5% = \$5,469.21</p> <p>Subtask 15, 5% = \$3,397.18</p> <p>Subtask 16, 5% = \$6,371.82</p> <p>Subtask 24, 5% = \$4,024.77</p> <p>Subtask 25, 5% = \$4,972.50</p>

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

--	--	--	--

Quality Assurance Surveillance Plan

Performance Objectives, Standards and Measures

Performance Objective/Requirement	Performance Standard	Measure	Award Fee For Sub-Task
<p>PR-4: Develop tested, actionable messages to raise awareness of the FSP as a nutrition and work support program and how to apply with four target group audiences.</p> <p>Reference sub-task: 9-17-30</p>	<p>Messages reflect campaign theme and overarching message, are appropriate for and appealing to the target audiences, and are clear, credible, easily understood, and considered actionable by the intended audiences.</p> <p>Messages are specifically tested for low literacy audiences.</p> <p>Messages are tested for unintended consequences and behavioral intent.</p>	<p>Reports from focus groups and/or other research methods documents quality of messages and success at reaching and influencing target audiences, and recommends changes to improve messages.</p> <p>After FNS review of the draft report, if the contractor successfully captures all changes required by FNS during the first round of review, the contractor will have exceeded the performance requirement for this sub-task.</p> <p>After FNS review of the draft report, if the contractor takes two rounds of review to successfully capture FNS's changes, the contractor will have successfully met the performance requirement for this sub-task.</p>	<p>Award fee calculated on PR-1</p>

FOR AGENCY USE ONLY
QA03052900

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. PAGE NO. 1	2. RECEIVING OFFICE NO. 3198	3. CONTRACT NO. GS-23F-0117K	4. ORDER DATE	5. SF-281 22	6. UNIT CODE	7. FUND CODE WP	8. ORDER NO.	9. SUB Z1
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	11. Consignee: Address, Zip, Code, and Place of Inspection and Acceptance USDA/FNS CGA 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 Room: 900
		PHONE (AC&No) (703) 305- 2291

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		This a modification to Year One of BPA No-03-100JBE. SEE ATTACHMENT 1 - that provides an explanation to the changes in Task and Sub-task issued to date.						

Destination	Net 30 Days	CODE 0	SUB-TOTAL
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	25. ESTIMATED FREIGHT	TOTAL 27.

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

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	
33. RECEIPT DATE		31d. FTS PHONE NO.	
34. TYPE SHIPMENT		35. RECEIVING OFFICE PHONE	
36. RECEIVING OFFICE PHONE		37. COMM. FTS	
38. RECEIVING OFFICE PHONE		39. COMM. FTS	
39. COMM. FTS		31e. AUTHORIZED SIGNATURE	

ATTACHMENT 1

1. Incorporate the attached deliverable payment schedule which will be for Task 1 (Year One) of the BPA for the FNS Food Stamp Media Campaign. This will result in the following changes.
 - a. Task 2 (Year One) additional radio buys awarded under PO No. 43-3198-3-0140*01 will now be incorporated into subtask 3 under Task 1 (Year One) of the attached schedule.
 - b. Task 3 (Year One) Photo Shoot awarded under PO No. 43-3198-3-0160 will now become subtask 14 under Task 1 (Year One) in accordance with the attached schedule.
2. The attached deliverable payment schedule reflects a transfer of \$228,300 of subtask 11 funding, to subtask 3 (radio buys).
3. Sub Task 5 (National Plan 3 Yr.) deliverable date has been extended through April 2, 2004.
4. For billing purposes the following Task 1 (Year One) subtask must be invoiced against the following PO Numbers.

<u>Subtask No.</u>	<u>PO Number to be invoiced against</u>
1-13, and 15	43-3198-3-0140
14	43-3198-3-0168
16	43-3198-4-0063

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

FOR AGENCY USE ONLY
CG03065000

1. PAGE NO. 1	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 WP	8. ORDER NO. 43-3198-3-0140	9. SUB 01
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

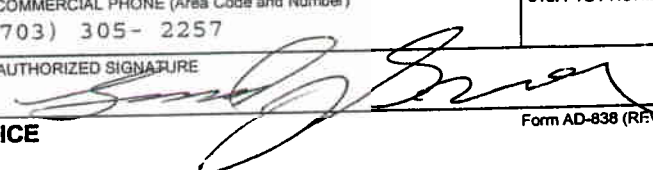
11. SHIP TO
 Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNS/CGA
 3101 PARK CENTER DR. Room: 900
 ALEXANDRIA, VA 22302

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
05		This task is awarded against BPA FNS-03-100JBE TASK 2 (Year One) - (Ref. subtask 3-1 task 1) Additional Radio Media Buys in accordance with Task 1 (Year One) SOW This task will increase the total funding awarded for media buys to \$2,942,504.00 (\$2,739,979.00 awarded in Task 1 plus \$202,525.00 awarded in this Task 2)	2500	02	1	EA	200,000.00	200,000.00
06		Same as line 5 above	2500	03	1	EA	2,525.00	2,525.00

Tech.Contact: Pat Seward, (703) 305- 2428

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1)				25. Sub-Total
21. FOB Point Destination	22. DISCOUNT AND/OR NET PAYMENT TERMS Net 30 Days	23a. TYPE COMMODITY/PAYMENT CODE: <input checked="" type="checkbox"/>	26. ESTIMATED FREIGHT	27. TOTAL
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA			

28. ACC LINE	29. ACCOUNTING CLASSIFICATION					30. DISTRIBUTION	31. AMOUNT
	A	B	C	D	E		
02	3042	03100					
03	3041	13100					

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

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
FS03063000

1. PAGE NO. 1	2. RECEIVING OFFICE NO.	3. CONTRACT NO. 1905-23F-0117K	4. ORDER DATE 09/30/2003	5. SF-281 2003	6. UNIT CODE	7. FUND CODE WP	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. Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
SHIP TO
 USDA/FNS/CGA
 3101 PARK CENTER DR. Room: 900
 ALEXANDRIA, VA 22302

12. LINE ITEM	13. AC CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
---------------	-------------	-----------------	-------------------	--------------	--------------	----------------	----------------	------------

01		This task is awarded from BPA No. FNS-03-100JBE Task 3 (Year One) - Photo Shoot to compliment and supplement the current Food Stamp Make America Stronger Campaign in accordance with the attached SOW and assumptions as presented in the 9/29/03 Revised Cost Proposal. Period of Performance September 29, 2003 through March 30, 2004.	2500	01	1	EA	322,168.60	322,168.60
02		Same As Line 1 Above - ALL INVOICES MUST CONTAIN THE TAXPAYER IDENTIFICATION NUMBER (TIN)! Payment under this purchase order will be due on the 30th calendar day after receipt of a proper invoice by the office designated under billing instructions. The date of the check shall be considered to be the date payment is made. 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). SDA, NATIONAL FINANCE CENTER P. BOX 60075	2500	02	1	EA	157,804.35	157,804.35

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

FOR AGENCY USE ONLY
FS03063000

1. PAGE NO. 2	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 WP	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

SHIP TO
▶

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

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
---------------	--------------	-----------------	-------------------	--------------	--------------	----------------	----------------	------------

NEW ORLEANS, LA 70160

Payments under this order shall be made via electronic funds transfer method, i.e., "Vendor Express." "Vendor Express" is direct deposit for businesses that provide goods and services to any Federal agency. Payments are made electronically through the Automated Clearing House network for deposit directly into your bank account on the payment due date.

The contractor, after award and not later than 21 days prior to submission of an invoice, must obtain and complete a vendor express enrollment package. The enrollment package is available on the National Finance Center (NFC) home page (www.nfc.usda.gov). Click on the "Support Center" icon located at the top of the page. EFT information is listed under "General Resources." If a vendor does not have Internet access he/she may contact the National Finance Center at 1-800-421-0323 (or 504-255-3324) and request instructions establishing a "Vendor Express" payment amount.

Task 2

Sub Task 14: Photo Shoot (New)

Scope of Work

The contractor shall manage a three-phase photo shoot to obtain pictures that shall:

- Complement and supplement current "Food Stamps Make America Stronger" images.
- Be used in the national media campaign.
- Build a library of photos that can be used to add interest to FSP and FNS publications.
- Feature a culturally diverse set of healthy looking people eating, shopping for or buying healthy food or engaging in physical activities.

The pictures required at a minimum are listed in Attachment 1. The outline is meant to be a general guide. In their plan for the photo shoot, the contractor may suggest revisions to the shot list in order to facilitate efficient management of the photo shoot while still meeting FNS goals for the project and the types of pictures required by FNS. The photo shoot may occur in phases that correspond to the priority of the photos. FNS suggests a minimum of three phases. The contractor may propose and justify an alternate phasing approach when meeting with FNS and in their plan.

The contractor shall arrange for color photography services, casting of models, locations, food stylist, hair and make-up stylist, wardrobe, furniture, props, and all other logistical arrangements needed for the photo shoot. As FNS staff will attend the photo shoots, locations within the metropolitan Washington, D.C. area are preferred. The contractor shall consult with FNS nutritionists to determine the appropriate meals, nutritious food, and other props used in the photos. (All food and meals must be in line with the USDA Food Guide Pyramid and the Dietary Guidelines for Americans.) USDA shall maintain the copyright on all photos and have exclusive, unlimited rights to all photos in all media. The contractor shall provide all photographs as 4 x 5" color transparencies.

Deliverables:

Item Number	Deliverable	Estimated Due Date
1	Meet with FNS to discuss photo shoot plans, revisions to the shot list, phasing approach including consultation with FNS nutritionists regarding food featured in photos.	2 weeks after award
2	Submit draft plan for photo shoot including recommended dates, locations, models, props, and other logistical details to FNS for review and comment. The plan shall include Polaroids/portfolios of recommended models	5 weeks after award
3	Make changes in photo shoot plan according to FNS comments.	7 weeks after award
4	Conduct photo shoot phase 1.	9 weeks after award
5	Submit photo proofs from phase 1 to FNS for review and selection of final photos.	11 weeks after award

6	Deliver final photos from phase 2 to FNS in the specified formats.	12 weeks after award
7	Conduct photo shoot phase 2.	14 weeks after award
8	Submit photo proofs from phase 2 to FNS for review and selection of final photos.	16 weeks after award
9	Deliver final photos from phase 2 to FNS in the specified formats.	18 weeks after award
10	Conduct photo shoot phase 3.	20 weeks after award
11	Submit photo proofs from phase 3 to FNS for review and selection of final photos.	22 weeks after award
12	Deliver final photos to FNS in the specified formats.	24 weeks after award

Attachment 1

Photo Shoot Outline

Description of how outline is organized:

First, this outline is organized into three priority levels. Next, the priority levels are divided into sets of photos with a common theme, such as eating together, or physical activity. Then, each set of photos includes a table with a description of the specific shots and the proposed race or ethnicity, gender, and age of the models for each shot. Each individual photo request is consecutively numbered.

FIRST PRIORITY

**Set 1: Photos of families eating dinner and breakfast
For Use by: FSP, some also by Child Nutrition**

Number	Picture	Race/ Ethnicity	Gender	Age	
1 - 3	Family with two parents and at least two kids (two versions: silhouette and at kitchen table with background)	Caucasian, African American, Hispanic (1 photo of each)		Parents: 25 -45 Kids: 6 - 9	
4	Family with elderly member (parents, kids, grandparent) (at kitchen table with background)	A range of Hispanic, African-American, and Caucasian family arrangements. We do not have a preference of which photo has which race/ethnic model family as long as all are represented in the set of pictures. Non-descript ethnic/racial background is also acceptable.	Kids: No preference. Although we have no preference as to the gender of the children, we would like to see a balance of girls and boys.	Grand-parents: 60+ Parents: 25 -45 Kids: 6 - 9	
5	Seniors with a child (grandparents and grandkids) (two versions: silhouette only and at kitchen table with background)			Grand-parents: 60+ Kids: 6 - 9	
6	Father with a child (at kitchen table with background)			Kids: No preference but see above.	Father: 25 - 45 Child: 12 - 15
7	Pregnant woman with child (at kitchen table with background)				Mother: 25-40 Child: 3 - 5
8	Teenagers eating healthy lunch with a non-descript background (silhouette only)				Pre-Teens and Teenagers: 11-18

Set 2: Prescreening Tool Photos
For use by: FSP only

Number	Picture	Race/ Ethnicity	Gender	Age
9	Outreach worker pre-screening client	Non-descript racial/ethnic background so that all audiences can relate.	Outreach worker: Female Client: No preference	Outreach Worker: No preference Client: 45+
10	Eligible person pre-screening themselves with child		Eligible Person: Female Child: No preference	Mother: 25 -45 Child: 6 - 9
11	Business person helping employee to do pre-screening		No preference	Business Person: 40+ Employee: 20-35

SECOND PRIORITY

Set 3: Grocery Store Photos

For use by: FSP only

Number	Picture	Race/ Ethnicity	Gender	Age
12 - 15	Several general shots: People shopping and pushing carts in the aisles (looking at and selecting healthy food, such as grains, milk, fruits and vegetables)	A range of Hispanic, African-American, and Caucasian people. We do not have a preference of which photo has which race/ethnicity of people as long as all are represented in the set of pictures. Non-descript background is also acceptable.	No preference, both males and females should be represented in the pictures	Variety of ages from children to seniors
16	Specific arrangement: Mother shopping with kids			Mother: 25-45 Child: 6 – 9
17	Mother (with kids) using the EBT card purchasing an array of healthy food			Mother: 25-45 Child: 6 – 9
18	Senior using the EBT card purchasing an array of healthy foods			60+

Set 4: Nutrition Education, interactive and science based
For use by: FSP, OANE

Number	Picture	Race/ Ethnicity	Gender	Age
19	Group doing a food store shopping tour (3-5 people with leader comparing labels of whole, 1%, and skim milk)	A range of Hispanic, African-Americans, and Caucasian participants. We do not have a preference of which photo has which race/ethnic model as long as all are represented in the set of pictures. Non-descript background is also acceptable.	No preference. Just a good balance of males and females.	No preference. Just a balance of ages between 20 and 65.
20	Group at farmers market food demonstration or tasting		Kids: No preference.	Parents: 25-45 Kids: 6 - 9
21	Family walking home from the market carrying bags or with bags in wagon pulled by child or mom (mother, father, kids)		No preference. Just a balance of males and females.	No preference. Just a balance of ages between 20 and 65.
22	Family in kitchen preparing foods together (mother, father, kids)			
23	Group sitting in circle with food guide and other props on table			
24	Buying fruits and vegetables at farmers market			

THIRD PRIORITY

Set 5: Exercise Photos

For use by: FSP, OANE, and Child Nutrition

Number	Picture	Race/ Ethnicity	Gender	Age
25	Children shooting basketball	Non-descript racial/ethnic background so that all audiences can relate.	No preference. A mix of boys and girls.	12 - 18
26	Children riding bikes			6 - 11
27-30	Family walking, raking leaves or other common household physical activities (Mother, Father, Kids) Note: We'd like several shots of the family doing different activities in each shot.			Parents: 25-45 Kids: 6 – 9
31-35	Family playing together at a park with picnic in background (Grandparents, Mother, Father, Kids) Note: We'd like several shots. We'd like shots of the family eating their picnic and shots of them playing ball or Frisbee and doing other activities together with their picnic in view.			Grandparents: 55+ Parents: 25-45 Kids: 6 – 9