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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506

Task Order 41 - American Farmland Trust Partnership-Building

Scope of Work

As follow-up to previous meetings covered under Task Order 15, The Widmeyer-Baker Group (TWBG) will work with American Farmland Trust to disseminate results of a study regarding producers' attitudes toward conservation programs in general and specific programs such as CREP. The goal of this partnership-building is to capitalize on the FSA-AFT relationship that was established under TO15 to help producers, USDA officials, partner organizations, state implementers, the media, the general public and others understand and learn from attitudinal research already underway by American Farmland Trust.

Statement of Work

- TWBG will coordinate with American Farmland Trust on the research the organization is conducting on producer attitudes toward conservation programs through the University of Illinois.
- TWBG will coordinate with the University of Illinois researchers to determine survey contents and provide technical assistance.
- TWBG will review the research findings and assist with the development of news and message points for various audiences.
- TWBG will coordinate with AFT on a media event to release the findings.
- TWBG will work with AFT to develop a press release and media advisory regarding the findings.
- TWBG will develop a list of approximately 500 agricultural and environmental reporters to whom to send the media advisory.
- TWBG will blast-fax the advisory to the 500 reporters.
- TWBG will conduct follow-up phone calls with 50 top-tier reporters.

Deliverables

- · Memo to COTR regarding survey contents
- Media advisory and press release regarding findings
- List of 500 reporters
- Blast-Fax
- · Call-outs to 50 top-tier reporters

Period of Performance

Work is to commence immediately upon issuance of this Task Order and continue through the conclusion of the press conference, no later than December 31, 2001.

RIF

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW' Stop 0506 Washington, DC 20250-0506

Task Order 42 - Create FSA Poster Design

Scope of Work

TWBG will create a new look for a poster design that still fits within the overall brand developed on prior TWBG-designed FSA publications. FSA will provide all photos and approve all copy to be used in conjunction with this project.

Statement of Work

The following work will be performed in the production of the poster design:

- · concept development and presentation
- · client meetings and consultations
- · layout upon receipt of client-approved final text
- 2 rounds of modifications and refinements to 1 final
- · handle vendor liaison and quality control with GPO
- 5/0, 4-color + varnish, currently 18" X 24"

client to supply photography

Deliverables

1. Camera-ready art on diskette in desired format.

Period of Performance

Camera-ready art to be delivered to FSA within 30 days from date of Task Order approval.

RIF



Farm and Foreign Agricultural Services

Task Order 43 -CD-ROM Idea Development and Script

Farm Service Agency

Scope of Work

1400 Independence Ave, SW-Stop 0506 Washington, DC 20250-0506

The Widmeyer-Baker Group (TWBG) will develop an appropriate and engaging "game" format to update the current "Ag Quiz." TWBG will meet with FSA to refine ideas for utilizing the information and technology available to meet FSA objectives. TWBG will propose a variety of concepts for the game to FSA, from which FSA will select three for further concept development. From among the three concepts FSA will select a game format. TWBG will create a storyboard for the selected concept and draft a rough script.

Statement of Work

- Based on FSA requirements TWBG will generate a creative brief, outlining a number of possible concepts for the CD-ROM.
- TWBG will meet with FSA to refine these concepts. FSA and TWBG will decide upon three ideas to develop further.
- TWBG will produce concept papers for the three ideas to provide examples of how the games would be played from start to finish, and to determine specific elements that may need to be developed to create the game (ie. characters, effects, collateral items).
- Upon selection of a game concept by FSA, TWBG will storyboard the concept in detail.

Deliverables

- Creative Brief
- Concept papers for three (3) concepts
- Storyboard and draft script

Period of Performance

- Work is to commence immediately upon final approval of the task order. The creative brief will be delivered to FSA within five working days of task order approval.
- Widmeyer will then schedule a meeting at FSAs earliest convenience to discuss the concepts and to select the three ideas for further development.
- Concept papers detailing the three ideas will be delivered to FSA within two weeks of concept selection by FSA. Another meeting may be scheduled to answer FSA questions on any of the concepts.



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Farm and Foreign Agricultural Services

Task Order 44 - Photo Purchase for FSA Poster

Farm Service Agency Scope of Work

1400 Independence Ave, SW' Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will secure the rights from Grant Heilman photography for the use of a photo for an FSA poster in production through Task Order #42.

Statement of Work

- A Widmeyer representative will select appropriate photo for the poster from the Grant Heilman archive.
- Widmeyer Communications will purchase one-time exclusive reproduction rights for the photo and will obtain scans of the photo for publication and prints for review by USDA.

Deliverables

Prints of the photo to be used and a statement of permission by the photographer to
use the photo.

Period of Performance

Work is to commence upon final approval of the task order. All work under this task order is to be completed by October 26, 2001.



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TO: Carolyn Phelps

FR: Dann Stuart

RE: Task Order #45 for Contract 53-3151-0-00004

DT: 10-25-2001

The Widmeyer/Baker Group (TWBG) on 10-25-2001 e-mailed a proposal to develop a briefing presentation on the history of the Conservation Reserve Program. The technical team has reviewed the proposal and feels that it meets the requirements of the sections C.2, C.3 and C.61(a)(2) of the contract and approved same. Please prepare Task Order #45 for the above referenced contract to have the following work performed:

Task Order 45 - CRP Briefing Power Point Presentation

Scope of Work

Widmeyer Communications will develop a briefing presentation on the history of the Conservation Reserve Program. The presentation will be created in the PowerPoint format for use by Bob Stephenson at the November 7-8 Conservation that Works! forum in Winnipeg, but it will also be available for future use as a generic presentation on CRP.

Statement of Work

- In consultation with FSA, will create a presentation of no more than 30 slides to
 cover the events leading to CRP, provide an overview of the CRP, and relate how
 CRP has changed over its existence. The presentation will incorporate photos, sound
 and video. Photos, art and video will all be incorporated from existing
 FSA/Widmeyer stock.
- Widmeyer will collaborate with FSA through two rounds of edits to finalize the presentation as directed by FSA.
- Widmeyer will work with FSA to test the final draft CD on FSA's presentation equipment and make any potential necessary changes regarding processor speed, video card, sound card, etc.

Deliverables



Carol	yn Phe	eips -	Task	45	req	uest

Page 3

CD of final presentation in PowerPoint format.

Period of Performance
Work is to commence upon final approval of the task order. All work under this task order is to be completed by November 5, 2001.

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Farm and Foreign Agricultural Services

Task Order 46 - Contacting Priority Partners

Farm Service Agency

1400 Independence Ave, SW. Stop 0506 Washington, DC 20250-0506

Scope of Work

FSA has identified five organizations it is most interested in developing as partners – The National Corn Growers Association, The Nature Conservancy, Pheasants Forever, Ducks Unlimited and The Fertilizer Institute. Widmeyer Communications will initiate contact with each group. We intend for these conversations to lead to a strategy for developing mutually beneficial, long-term strategic partnerships.

Statement of Work

- Widmeyer Communications will meet with FSA staff to fully understand the interest in and discuss potential collaborations with each priority partner.
- Widmeyer will follow up with contacts made at these organizations to date, as well as
 explore possibilities of additional contacts from departments such as communications,
 marketing and member services.
- Widmeyer will attempt to initiate a series of conversations with each of the five groups.
- Widmeyer will compile findings and correspondence notes into a next steps memo for FSA.

Deliverables

Next steps memo.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by Feb. 28, 2002.



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Farm and Foreign Agricultural Services

Task Order 47 - Communications Toolkit Table of Contents

Farm Service Agency

1400 Independence Ave, SW-Stop 0506 Washington, DC 20250-0506

Scope of Work

Widmeyer Communications will develop a Table of Contents for a communications toolkit for CREP implementers and partners on the local, State and Federal levels. Contents of and central housing for the toolkit will be developed under separate task orders, as necessary.

Statement of Work

- Widmeyer Communications will meet with FSA staff to review communications
 materials being used by current and on-coming CREP states, and gather input for
 most appropriate and cost-effective contents for communications toolkit that could be
 developed at the National level and distributed to implementers and partners.
- Based on that conversation, Widmeyer will send an e-mail to all contacts in the CREP implementer database outlining possible contents for a communications toolkit and seeking input.
- Based on the responses from the field, Widmeyer will develop a recommended Table
 of Contents for the communications toolkit.
- Development of the contents of and central housing unit for the toolkit will be handled under separate task orders, as necessary.

Deliverables

Recommended Table of Contents memo.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by January 30, 2002.

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Farm and Foreign Agricultural Services

Task Order 48 - 2002 Media Planning First and Second Quarter

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506

Scope of Work

Widmeyer Communications will identify goals and audiences, propose messages, conduct research and draft a media plan for CREP publicity directed from FSA National for the period of January through June, 2002. The plan will include strategies for trade, local and top-tier media organizations, including print, broadcast and online outlets.

Statement of Work

- In consultation with FSA, Widmeyer Communications will define communications goals and target audiences for media relations.
- Widmeyer will identify research needs to initiate and sustain a media relations plan.
- Widmeyer will propose a media outreach strategy for established goals and targets.
- Widmeyer will research editorial calendar opportunities.
- Widmeyer will write a media plan.

Deliverables

 Media plan, including goals, audiences, strategy, timeline, naming a sample of media outlets.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by January 5, 2002.

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Task Order 49— CD ROM: Sequencing and Script

Farm and Foreign Agricultural Services

Scope of Work

Farm Service Agency Widmeyer Communications will produce a script and sequence for the CD-ROM developed under Task Order 43. The CD-ROM will feature two games: "Farm Game Show" and "Pop-Up Farm Tour."

1400 Independenc Ave, SW Stop 0506 Washington, DC 20250-0506

Statement of Work

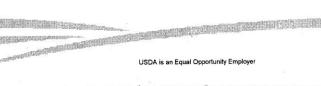
- Widmeyer Communications will conduct in conjunction with USDA a brainstorming session to develop the script including the narratives, sound effects and scenes for production on both games.
- Widmeyer will produce sequencing of the frames for each game on the CD-ROM.
- Widmeyer will design all frames, including the look, how the frames will work, and all sound elements.
- Widmeyer will develop the structure and workflow of each game. This will include
 options will available to the user, how will the questions rotate into play, functionality
 of the Farm Game Show for one vs. two player options, and other issues.
- Widmeyer will revise current questions and develop complete text for both games.

Deliverables

- Script, including revised questions and complete text, sound effects, music
- Diagram of the sequence of play for both CDs.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by January 31, 2002.



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Farm and Foreign Agricultural Services

Task Order 50—CD ROM: Electronic Artwork

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will produce electronic artwork for the CD-ROM developed under Task Order 43. The CD-ROM will feature two games: "Farm Game Show" and "Pop-Up Farm Tour."

Statement of Work

- In consultation with FSA, Widmeyer Communications will produce all artwork associated with both games.
- · Artwork will include all characters, animation instructions, scenes, etc.
- Artwork will be converted into electronic files for use on the CD-ROMs, or for any other purposes (promotional, etc.) for which FSA may find a use.

Deliverables

1. Electronic files containing all art for use in both CDs

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed within twelve business weeks from issue.

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Farm and Foreign Agricultural Services

Task Order 51—CD ROM: Storyboards

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will produce storyboards for the CD-ROM developed under Task Order 43. The CD-ROM will feature two games: "Farm Game Show" and "AgVenture" (previously "Pop-Up Farm Tour.")

Statement of Work

- Widmeyer Communications will produce two sets of storyboards, each with no more than
 10 cells presenting all frames in both games.
- Storyboards will include a depiction of all text areas within the frame, all characters and areas within the games.

Deliverables

1. Storyboards for both CDs

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed within four business weeks from issue.



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Farm and Foreign Agricultural Services

Farm Service

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506

Task Order 52—Editorial Opportunities

Scope of Work

Widmeyer Communications will continue researching periodicals and newspapers that plan to cover agriculture and/or conservation issues and pursue those as opportunities to raise CREP visibility and garner public support.

Statement of Work

- Based on the editorial calendar information presented in the Q1 and Q2 Media Plan,
 Widmeyer will, in consultation with FSA, will contact editors, investigate a CREP angle and put journalists in touch with appropriate spokespeople.
- Widmeyer will also make an ongoing effort to publicize CREP with reporter listserves, CNN Factoids and other opportunities as they arise.
- Widmeyer will pitch four media outlets each month.
- · Widmeyer will keep USDA informed of efforts and successes.
- · Widmeyer will monitor all resulting coverage and compile a final report.

Deliverables

- 1. Monthly progress report memos (3).
- 2. Final report of outreach and results.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by April 30, 2002.



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Task Order 53—Communication Toolkit Implementation

Farm and Foreign Agricultural Services

Scope of Work

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will produce and package on CD the materials outlined in the Recommended Toolkit Table of Contents, as developed under Task Order 47 and discussed with USDA. These materials are:

- Model communications plan.
- (3) Model press releases.
- Model op-ed.
- Editable electronic brochure.
- Modular, editable electronic PowerPoint.
- Digitized copy of "Partners of the Land" video.
- Partnership outreach guidelines and suggestions.
- CREP Web banner ad and buttons.
- Locally modifiable CREP print PSA in (3) size formats.
- Sample live-read radio PSAs.
- Introduction memo explaining contents and uses for Communications Toolkit.

Statement of Work

- Model Communications plan. Widmeyer will update as necessary and reformat the generic communications plan previously developed.
- (3) Model press releases. Widmeyer will write (3) original model press releases that can
 be tailored by Implementers to their specific States.
- Model op-ed. Widmeyer will write (1) original model op-ed that can be tailored and placed by implementers in the most appropriate State publications. Placement suggestions will be included in the Introduction memo.
- Editable electronic brochure. Widmeyer will distribute the current general CREP brochure in electronic form so that it can be edited and printed by individual States. Recommendations for most effectively editing the brochure to maintain its visual appeal, and recommendations on the type of information to include, will be included in the Introduction memo.
- Modular, editable electronic PowerPoint. Widmeyer will edit and combine existing
 PowerPoint presentations as necessary to develop a presentation that will be most
 effective for Implementer use. Recommendations for most effectively editing the
 presentation to maintain its visual appeal, recommendations on the type of information to
 include, and recommendations for presentation venues, will be included in the
 Introduction memo.
- Digitized copy of "Partners of the Land" video. Widmeyer will include a digitized, production-quality copy of the "Partners of the Land" video that can be edited by state.



Recommendations for most effectively editing the presentation to maintain its visual and audio appeal, recommendations on the type of information to include, and recommendations for presentation venues, will be included in the Introduction memo.

- Partnership outreach guidelines and suggestions. Widmeyer will develop recommendations for reaching out to partners in implementing CREP, using successful efforts by other states as guidelines.
- CREP Web bamer ad and button. Widmeyer will develop a (1) concept and provide up
 to (2) rounds of edits for a CREP Web banner ad and buttons that can be used by
 Implementers for promoting the program on-line. Suggestions for the types of sites to
 approach and techniques for getting banner placements will be included in the
 Introduction memo.
- Locally modifiable CREP print PSA in (3) size formats. Widmeyer will develop (1)
 concept and provide up to (2) rounds of edits to create a locally modifiable print PSA.
 Recommendations for most effectively editing the PSA to maintain its visual appeal,
 recommendations on the type of information to include, and recommendations for placing
 the PSA in a variety of oultets including local newspapers, newsletters, point-of-sale
 displays and others, will be included in the Introduction memo.
- Sample live-read radio PSAs. Widmeyer will produce locally modifiable live-read :30 and :60 radio PSAs. Recommendations for edits and suggestions for successfully placing the PSAs will be included in the Introduction memo.
- Introduction memo explaining contents and uses for Communications Toolkit. Widmeyer
 will write an introduction letter to be reproduced on FSA letterhead explaining the
 contents of the kit and recommended uses. Widmeyer will provide (1) draft and up to (2)
 rounds of edits.
- CD to be distributed to Implementers and Partners. Widmeyer will place all of the above
 materials on a CD that will be delivered to implementers and partners. Widmeyer will
 duplicate 200 copies of the CDs and produce packaging

Deliverables

- 1. Proofing copies of all materials.
- 2. CD with final materials.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed within 20 business days or 6 weeks from date task order issued.



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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506

Task Order #54-Radio Actualities

Scope of Work

Widmeyer Communications will work with USDA to develop radio actualities for each state with a CREP program. Widmeyer will write and produce spots, work with a producer and place the actualities on small- to mid-sized stations.

Statement of Work

- In consultation with FSA, Widmeyer Communications will write 20 radio actualities, one for each CREP state.
- Widmeyer will work with a producer to create the actualities.
- Widmeyer will use state CREP personnel whenever possible for soundbites.
- Widmeyer will work with a producer to pitch small- to mid-size radio stations in each state and place the actualities on at least five stations in each state.
- Widmeyer will monitor all usage.
- Widmeyer will produce a final report.

Deliverables

- 1. Scripts for 20 radio actualities
- 2. Final report

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by April 15, 2002.



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Farm and Foreign Agricultural Services

Task Order #55 -NAPS Articles

Farm Service Agency

Scope of Work

1400 Independence Ave, SW, Stop 0506 Washington, DC 20250-0506

Widmeyer Communications will work with USDA to develop a timely story for North American Precis Syndicate (NAPS) production and distribution. Widmeyer will write a piece developing one CREP message and using multiple state examples. The story will be distributed to the top 500 daily newspapers plus another 1,000 daily papers and 8,500 suburban weeklies. Widmeyer will compile a clippings report to document and evaluate the story's success.

Statement of Work

- In consultation with FSA, Widmeyer Communications will select a CREP message and state examples for the story.
- Widmeyer will gather information and interview various sources.
- Widmeyer will draft a three-column story.
- Widmeyer will work with NAPS to produce a camera-ready piece.
- Widmeyer will work with NAPS to distribute and generate more than 100 placements.
- Widmeyer will monitor media coverage.
- Widmeyer will produce a final report...

Deliverables

- NAPS story
- Final report

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by May 15, 2002.



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Farm and Foreign Agricultural Services

Task Order #56 - Springfield Planning for Forum 2002

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506

Widmeyer Communications will work with FSA and organizers in Illinois in preparation for CREP Forum 2002. Widmeyer will send a team to Springfield, IL to meet with meeting planners and participate in a committee conference call. The Widmeyer team will provide strategic counsel and administrative support in Springfield.

Statement of Work

- Widmeyer will travel to Springfield, IL and work with Forum 2002 planners to develop the conference agenda.
- Widmeyer will attend a meeting with the SED in Springfield.
- Widmeyer will share a conference checklist for planning purposes.
- Widmeyer will participate in a planning committee conference call.
- Widmeyer will distribute a "save the date" email to the CREP listserv.
- Widmeyer will draft text for an email invitation.
- Widmeyer will take responsibility for any action items mutually agreed upon.

Deliverables

- Draft conference agenda.
- Save the date email.
- Memo recommending a plan to assist IL through Forum 2002.

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MEMO

Farm and Foreign Agricultural Services

Task Order #57 -FORUM 2002 REGISTRATION

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will help the IL CREP Advisory Committee prepare for the annual forum in June and promote and process registration. Widmeyer will distribute group emails to the CREP listserv, IL Soil and Water Conservation Districts (SWCD), new and pending CREP states and other potential attendees. As participants start to confirm, Widmeyer will keep an RSVP list and coordinate any reminder emails with the Peoria SWCD collecting registration fees. Widmeyer will also produce evaluation forms for the conference, web pages with conference details, and a collection of one-pagers about each CREP program. Widmeyer will look into various options and costs for promotional items that could be given to attendees.

Statement of Work

- Widmeyer will coordinate with the IL CREP Advisory Committee to distribute mass emails about registration, conference displays and other details.
- Widmeyer will keep a running RSVP list.
- Widmeyer will contact Oregon CREP and propose the idea of hosting CREP Forum 2003.
- Widmeyer will write and produce separate evaluation forms for each session and a more general, open-ended post-conference evaluation.
- Widmeyer will produce web pages for conference details and will coordinate with IL to post online.
- Widmeyer will collect one-page descriptions from each CREP and format them for the conference packet.
- Widmeyer will research promotional items that might be given to participants.

Deliverables

- Registration email.
- RSVP list.
- Evaluation forms.
- Web pages.
- Collection of state one-pagers.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by June 9, 2002

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MEMO

Farm and Foreign Agricultural Services

Farm Service Agency

Task Order #58 -AgVenture Media Plan

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Scope of Work

Widmeyer Communications will develop a media rollout plan and communicate the plan to internal USDA and FSA audiences for the roll-out of the AgVenture CD-ROM.

Statement of Work

- Widmeyer will develop a media relations rollout plan for the roll-out of the AgVenture CD-ROM. This 2- to 4-page document will include suggestions for a national event, suggestions for state-level events to complement the national event, suggestions for involvement of the Secretary of Agriculture, and a top-25 priority list for national media outlets.
- Widmeyer will draft an informational memo for review by various USDA agencies as well as for the Secretary's office that will conform to USDA guidelines for such memos.

Deliverables

- Media relations and marketing plan.
- Process memo.

Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by April 12, 2002

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