

**FOR AGENCY USE ONLY**

UNITED STATES DEPARTMENT OF AGRICULTURE  
**PURCHASE ORDER**

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 8/16/01	5 SF-281 CA	6 UNIT CODE TS	7 FUND CODE TS	8 ORDER NUMBER 43-3151-0-8012	9 SUB. 41
----------------------	--------------------------------	--------------------------------------	-------------------------	----------------	-------------------	-------------------	----------------------------------	--------------

9a TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**THE WIDMETER BAKER GROUP INC.**  
 825 CONNECTICUT AVE NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**USDA/FSA/MSD/AMB/SPS**  
 1400 INDEPENDENCE AVE SW - STOP 0566  
 WASHINGTON D.C. 20250-0567

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK # 41 - AMERICAN FARMLAND TRUST PARTNERSHIP-BUILDING  The Contractor's proposal dated 7/31/01 in response to the Government Task Order #41 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.	2540	1	1	job	13,031.40	13,031.40
This document is for internal FSA processing only								

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

21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total \$
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) IAW ORDER	24 SHIP VIA IAW ORDER	26 ESTIMATED FREIGHT -0-	27 TOTAL \$
			13,031.40
			13,031.40

**FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160**

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
-2	5	10	5	3	4	1	4
1	2					1	2
01	98	0000	0000				

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)  
**VERLE MALIK, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE

31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 205-5649

31d FTS PHONE NO.

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

FTS COMM

31e AUTHORIZED SIGNATURE  
*Verle Malik*

*RIF 160*



United States  
Department of  
Agriculture

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  
1/6/01

FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 2 RECEIVING OFFICE NO. 3 CONTRACT NUMBER 4 ORDER DATE 5 SF-281 6 UNIT CODE 7 FUND CODE 8 ORDER NUMBER 9 SUB:  
1 OH 3151 53-3151-0-00004 8/16/01 CA T8 43-3151-0-8012 42

10 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
THE WIDMEYER BAKER GROUP INC  
1825 CONNECTICUT AVE NW  
WASHINGTON D.C. 200009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
USDA/FSA/MSD/AMB/SPS  
1400 INDEPENDENCE AVE SW - STOP 0567  
WASHINGTON D.C. 20250-0567

12 LINE ITEM 13 QUANT. REC'D. 14 DESCRIPTION 15 BUDGET OBJECT 16 ACC. LINE 17 QUANTITY 18 UNIT ISSUE 19 UNIT PRICE 20 AMOUNT

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC. LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK #42 - CREATE FSA POSTER DESIGN  The Contractor's proposal dated 8/7/01 in response to the Government Task Order #42 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of performance are attached.	2540	1	1	JOB	2,351.16	\$ 2,351.16
This document is for internal processing only								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1)  
21 F.O.B. POINT DESTINATION NET 30 22 DISCOUNT AND/OR NET PAYMENT TERMS 22a TYPE COMMODITY/PAYMENT CODE -0- 25 Sub-Total 2,351.16  
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 24 SHIP VIA IAW ORDER 26 ESTIMATED FREIGHT -0- 27 TOTAL 2,351.16  
IAW ORDER IAW ORDER

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC. LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1-4-1-2	2
01	98	0000	0000				

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

32 SIGNATURE AND TITLE 31b ORDERED BY (Name and Title) VERLE MALIK, CONTRACTING OFFICER 31c COMMERCIAL PHONE (Area Code and Number) 31d FTS. PHONE NO.

33 RECEIPT DATE 34 TYPE SHIPMT 35 RECEIVING OFFICE PHONE (A/C & No.) FTS COMM 31e AUTHORIZED SIGNATURE 202-205-5647

RIF  
162



United States  
Department of  
Agriculture

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  
163



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 43 –CD-ROM Idea Development and Script

### Scope of Work

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.

RIF  
164

**FOR AGENCY USE ONLY** UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 8/28/01	5 SF-281 CA	6 UNIT CODE T8	7 FUND CODE 43-3151-0-8012	8 ORDER NUMBER 43	9 SUB.
10 TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			11 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) <b>THE WIDMEYER BAKER GROUP 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009</b>					

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**SHIP TO**  
**USDA/FSA/MSD/AMB/SPS  
 1400 INDEPENDENCE AVE SW - STOP 0567  
 WASHINGTON D.C. 20250-0567**

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK #43 - CD-ROM Idea Development and Script  The Contractor's proposal dated 8/20/01 in response to the Government Task Order #43 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.	2540	1	1	JOB	\$10,941.44	\$ 10,941.44
THIS DOCUMENT IS FOR FSA PROCESSING ONLY								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

21 F.O.B. POINT <b>DESTINATION</b>	22 DISCOUNT AND/OR NET PAYMENT TERMS <b>NET 30</b>	22a TYPE COMMODITY/PAYMENT CODE <b>-0-</b>	25 Sub-Total <b>\$ 10,941.44</b>
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) <b>SEE PERIOD OF PERFORMANCE</b>	24 SHIP VIA <b>IAW CONTRACT</b>	26 ESTIMATED FREIGHT <b>-0-</b>	27 TOTAL <b>\$ 10,941.44</b>

**FORWARD TO:** USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
01	98	0000	0000				

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)  
**VERLIE MALIK, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE  
*Verlie Malik*

31c COMMERCIAL PHONE (Area Code and Number)  
**202-205-5649**

31d FTS PHONE NO.

33 RECEIPT DATE    34 TYPE SHIPMT    35 RECEIVING OFFICE PHONE (A/C & No.)    FTS    COMM    31e AUTHORIZED SIGNATURE

<b>FOR AGENCY USE ONLY</b>			UNITED STATES DEPARTMENT OF AGRICULTURE <b>PURCHASE ORDER</b>					
1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 10/23/01	5 SF--281 CA	6 UNIT CODE T8	7 FUND CODE T8	8 ORDER NUMBER 43-3151-0-8012	9 SUB. 44

<input type="checkbox"/> PURCHASE ORDER	<input checked="" type="checkbox"/> DELIVERY ORDER
---	--

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) <b>THE WIDMEYER BAKER GROUP 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009</b>	11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance. <b>USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567</b>
--	---

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK #44 - PHOTO PURCHASE FOR FSA POSTER  The Contractor's proposal dated 10/19/01 in response to the Government Task Order #44 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.	2540	1	1	job	659.56	659.56
THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1)			
21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total \$ 659.56
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 10/26/01	24 SHIP VIA IAW CONTRACT	26 ESTIMATED FREIGHT -0-	27 TOTAL \$ 659.36

**FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160**

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
01	98	0000	0000				

32 SIGNATURE AND TITLE 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) <b>VERLE MALIK, CONTRACTING OFFICER</b>	31c COMMERCIAL PHONE (Area Code and Number) <b>(202) 205-5649</b>	31d FTS PHONE NO.
33 RECEIPT DATE	34 TYPE SHIPMT	35 RECEIVING OFFICE PHONE (A/C & No.)	FTS	COMM
				31e AUTHORIZED SIGNATURE <i>Verle Malik</i>

*RIF  
106*



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 44 – Photo Purchase for FSA Poster

### Scope of Work

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.

RIF  
167





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**

RIF  
1/6/9

- 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.

RIF  
170

**FOR AGENCY USE ONLY**

**UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER**

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 12/18/01	5 SF-281 CA	6 UNIT CODE TR	7 FUND CODE 43-3151-0-8012	8 ORDER NUMBER 46	9 SUB.
----------------------	--------------------------------	--------------------------------------	--------------------------	----------------	-------------------	-------------------------------	----------------------	--------

10 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**THE WIDMEYER BAKER GROUP**  
 1325 Connecticut Ave NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**USDA/FSA/MSD/AMB/SPS**  
 1400 INDEPENDENCE AVE SW - STOP 0567  
 WASHINGTON D.C. 20250-0567

PHONE (A/C & No.) \_\_\_\_\_ Check One  FTS  COMM

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
02		TASK #46 - CONTACTING PRIORITY PARTNERS  The Contractor's proposal dated 12/18/01 in response to the Government Task Order # 46 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.	2540	1	1	JOB	\$ 5,001.94	5,001.94
This document is for FSA Processing only								

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

21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE 0	25 Sub-Total \$ 5,001.94
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) SEE PERIOD OF PERFORMANCE	24 SHIP VIA TAW CONTRACT	26 ESTIMATED FREIGHT 0.00	27 TOTAL \$ 5,001.94

**FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160**

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	3	4	1	2	
01	98	0000	0000				

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)  
**VERIE MALIK, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE  
 \_\_\_\_\_

31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 205-5166

33 RECEIPT DATE  
 \_\_\_\_\_

34 TYPE SHIPMT  
 \_\_\_\_\_

35 RECEIVING OFFICE PHONE (A/C & No.)  
 \_\_\_\_\_

FTS COMM  
 \_\_\_\_\_

31d AUTHORIZED SIGNATURE  
 \_\_\_\_\_



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 46 – Contacting Priority Partners

### 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.

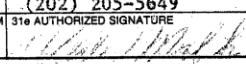
### Deliverables

- 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.

RIF  
178

FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER													
1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.								
OF 1	3151	53-3151-0-00004	12/18/01	CA	T8	43-3151-0-8012	47									
<input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)													
THE WIDMEYER BAKER GROUP 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009			11 SHIP TO ►			11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW - STOP 0567 WASHINGTON D.C. 2025-0567										
12 LINE ITEM			13 QUANT. REC'D.			14 DESCRIPTION			15 BUDGET OBJECT			16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01						TASK # 47 - COMMUNICATIONS TOOLKIT TABLE OF CONTENTS			2540	1	1	JOB	5,798.36	\$	5,798.36	
						The Contractor's proposal dated 12/6/ 01 in response to the Government Task Order # 47 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of performance are accepted.										
						This document is for FSA Internal processing only										
20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )																
21 F.O.B. POINT			22 DISCOUNT AND/OR NET PAYMENT TERMS			22a TYPE COMMODITY/PAYMENT CODE			25							
DESTINATION			NET 30			-0-			Sub-Total ▶ \$ 5,798.36							
23 DELIVER TO P.O.B. POINT ON OR BEFORE (Date)			24 SHIP VIA			26 ESTIMATED FREIGHT			27							
						0			TOTAL ▶ \$ 5,798.36							
FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160																
ACC LINE		A	B	C	D	E	DISTRIBUTION	AMOUNT								
2		5	10	5	3	4	1	2								
01		98 0000 0000														
32 SIGNATURE AND TITLE						31b ORDERED BY (Name and Title)			31d FTS PHONE NO.							
I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.						VERLE MALIK, CONTRACTING OFFICER										
33 RECEIPT DATE						31c COMMERCIAL PHONE (Area Code and Number)			31e AUTHORIZED SIGNATURE							
						(202) 205-5649										

RIF  
173



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 47 – Communications Toolkit Table of Contents

### 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.

RIF  
174

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 12/18/01	5 SF--281 CA	6 UNIT CODE	7 FUND CODE T8	8 ORDER NUMBER 43-3151-0-8012	9 SUB. 48
----------------------	--------------------------------	--------------------------------------	--------------------------	-----------------	-------------	-------------------	----------------------------------	--------------

9a TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**THE WIDMEYER BAKER GROUP**  
 1825 CONNECTICUT AVE NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**USDA/FSA/MSD/AMB/SPS**  
 1400 INDEPENDENCE AVE SW - STOP 0567  
 WASHINGTON D.C. 20250-0567

SHIP TO

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK # 48 - 2002 Media Planning First and Second Quarter  The Contractor's proposal dated 12/6/01 in response to the Government Task Order # 48 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.	2540	1	1	Job	11,506.85 \$	11,506.85
This document is for FSA Processing Only								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

21 F.O.B. POINT Destination	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total 11,506.85
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) SEE PERIOD OF PERFORMANCE	24 SHIP VIA LAW CONTRACT	26 ESTIMATED FREIGHT -0-	27 TOTAL 11,506.85

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1	4
01	98	0000	0000				

RIF  
175

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)  
**VERLE MALIK, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE  
 31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 205-5649

31d FTS PHONE NO.

33 RECEIPT DATE	34 TYPE SHIPMT	35 RECEIVING OFFICE PHONE (A/C & No.)	FTS	COMMI	31e AUTHORIZED SIGNATURE <i>Verle Malik</i>
-----------------	----------------	---------------------------------------	-----	-------	--

RECEIPT COPY 1





United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 48 – 2002 Media Planning First and Second Quarter

### 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.

RIF  
176

FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER					
1 PAGE NO. OR	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 1/3/02	5 SF-281 CA	6 UNIT CODE	7 FUND CODE T8	8 ORDER NUMBER 43-3151-0-8012	9 SUB. 49
2a TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER								

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
  
**WIDMEYER BAKER GROUP INC.**  
 25 CONNECTICUT AVE NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
  
**USDA/FSA/MSD/AMB.SPS**  
 1400 INDEPENDENCE AVE SW  
 WASHINGTON D.C. 20250-0567

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK # 49 - CD ROM Sequencing and Script  The Contractor's proposal dated 12/18/01 in response to the Government Task Order # 49 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.	2540	1	1	job	27,815.48	27,815.48
This document is for FSA Processing only								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)		22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30		22a TYPE COMMODITY/PAYMENT CODE -0-		25 Sub-Total 27,815.48	
21 F.O.B. POINT DESTINATION		24 SHIP VIA		28 ESTIMATED FREIGHT -0-		27 TOTAL 27,815.48	
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)		24 SHIP VIA		28 ESTIMATED FREIGHT			

SEE PERIOD OF PERFORMANCE IAW CONTRACT  
 FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1	4
1	98	0000	0000				

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) Verla Malik, Contracting Officer		31c COMMERCIAL PHONE (Area Code and Number)		31d FTS PHONE NO.		
32 SIGNATURE AND TITLE			31a AUTHORIZED SIGNATURE <i>Verla Malik</i>						
33 RECEIPT DATE		34 TYPE SHIPMT		35 RECEIVING OFFICE PHONE (A/C & No.)		FTS		COMM	

RIF  
177



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 49— CD ROM: Sequencing and Script

### Scope of Work

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."

### 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.

RIF  
178

**FOR AGENCY USE ONLY**

UNITED STATES DEPARTMENT OF AGRICULTURE  
**PURCHASE ORDER**

1 PAGE NO. 1 OF 2	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 2/7/02	5 SF-281 CA	6 UNIT CODE T8	7 FUND CODE 43-3151-0-8012	8 ORDER NUMBER 50	9 SUB.
----------------------	--------------------------------	--------------------------------------	------------------------	----------------	-------------------	-------------------------------	----------------------	--------

25 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

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

WIDMEYER COMMUNICATIONS  
1825 CONNECTICUT AVE NW  
5TH FLOOR  
WASHINGTON D.C. 20009

SHIP TO

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
 USDA/FSA/MSD/AMB/SPS  
1400 INDEPENDENCE AVE SW  
WASHINGTON D.C. 20250-0367

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
--------------	------------------	----------------	------------------	-------------	-------------	---------------	---------------	-----------

02		TASK # 50 - CD ROM: ELECTRONIC ARTWORK  The Contractor's proposal dated 2/5/02 in response to the Government Task Order #50 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.	2540	1	1	job	45,430.56	45,450.56
----	--	---	------	---	---	-----	-----------	-----------

This document is for FSA Internal processing only

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).	21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS Net 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total \$ 45,450.56
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 12 week from issuance	24 SHIP VIA IAW CONTRACT	26 ESTIMATED FREIGHT -0-	TOTAL \$ 45,450.56	

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	4	1	4	1
02	218	410284	000000				

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) SCOTT WOLZ
32 SIGNATURE AND TITLE	31c COMMERCIAL PHONE (Area Code and Number) 702-205-5509
33 RECEIPT DATE	31d AUTHORIZED SIGNATURE <i>Scott Wolz</i>

RECEIPT COPY 1

FORM AF-998, EDE / Rev. 7.



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 50—CD ROM: Electronic Artwork

### Scope of Work

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.

RIF  
180

FOR AGENCY USE ONLY UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 2 RECEIVING OFFICE NO. 3 CONTRACT NUMBER 4 ORDER DATE 5 SF-281 6 UNIT CODE 7 FUND CODE 8 ORDER NUMBER 9 SUB.

1 OF 1 3151 53-3151-0-00004 8/23/02 CA TB 43-3151-0-8012 50-1

10 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
 WIDMEYER COMMUNICATIONS  
 1825 CONNECTICUT AVE NW  
 5th FLOOR  
 WASHINGTON D.C. 20250-0567

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
 SHIP TO  
 USDA/FSA/MSD/AMB/SPS  
 1400 INDEPENDENCE AVE SW  
 WASHINGTON D.C. 20250-0567

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC. LINE	17 QUANTITY	18. UNIT ISSUE	19 UNIT PRICE	20. AMOUNT
01		The purpose of this amendment is to DECREASE the Scope of Work TO ART FOR ONE GAME INSTEAD OF TWO GAMES. As a result this order is DECREASED: FROM: 45,450.56 BY : 22,725.28 TO : 22,725.28	2540	1	1	job	22,725.28	22,725.28
This document is for FSA Internal Processing only								

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

21 F.O.B. POINT DESTINATION NEW YORK

22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30

22a TYPE COMMODITY/PAYMENT CODE

23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)

24 SHIP VIA

26 ESTIMATED FREIGHT

Sub-Total \$ 22,725.28

TOTAL \$ 22,725.28

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC. LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1-4-1-2	2
02	218	410284	000000				

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)  
 SANDRA GARLAND, CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 205-5669

31d FTS PHONE NO.

32 SIGNATURE AND TITLE  
 [Signature]

33 RECEIPT DATE 34 TYPE SHIPMT 35 RECEIVING OFFICE PHONE (A/C & No.) FTS COMM 31e AUTHORIZED SIGNATURE  
 [Signature]

RIF  
1/1

**FOR AGENCY USE ONLY**

UNITED STATES DEPARTMENT OF AGRICULTURE  
**PURCHASE ORDER**

1 PAGE NO. 1	2 RECEIVING OFFICE NO. OF2 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 2/7/02	5 SF-281 CA	6 UNIT CODE T8	7 FUND CODE 43-3151-0-8012	8 ORDER NUMBER 51	9 SUB.
2a TYPE PURCHASE (Check one) <input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER								

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**WIDMEYER COMMUNICATIONS**  
 1825 CONNECTICUT AVE NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**USDA/FSA/MSD/AMB/SPS**  
 1400 INDEPENDENCE AVE SW - STOP 0567  
 WASHINGTON D.C. 20250-0567

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
		TASK # 51 - CD ROM : Storyboards	2540	1	1	JOB	15,135.80	15,135.80
		The Contractor's proposal dated 2/5/02 in response to the Government Task Order # 51 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.						
THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY								

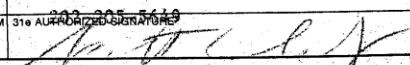
20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(e)	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total 15,135.80
21 F.O.B. POINT	23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 4 weeks after issuance of DO	24 SHIP VIA TAW CONTRACT	26 ESTIMATED FREIGHT -0-
DESTINATION		TOTAL 15,135.80	

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

AGE LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	4	1-4	1-2	2
01	98 0000 0000						
02	218	410284	000000				

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)  
**SCOTT C. WOLZ, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE  


31c COMMERCIAL PHONE (Area Code and Number)  
 202-205-5619

31d FTS PHONE NO.

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

FTS COMM

RECEIPT COPY 1

CSDB 47, 598, 602 (Rev. 7)



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 51—CD ROM: Storyboards

### Scope of Work

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.

183



FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER													
1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.								
1 OF 2	3151	53-3151-0-00004	2/7/02	CA	TS	43-3151-0-8012	52									
<input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)													
WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 200009			11 SHIP TO ▶			Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567										
12 LINE ITEM			13 QUANT. REC'D.			14 DESCRIPTION			15 BUDGET OBJECT		16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT	
01			TASK # 52 - EDITORIAL OPPORTUNITIES			2540	1	1	JOB	8,475.42				8,475	.42	
The Contractor's proposal dated 1/25/02 in response to the Government Task Order #52 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.																
This document is for FSA Internal Processing only																
20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)																
21 F.O.B. POINT			22 DISCOUNT AND/OR NET PAYMENT TERMS			22a TYPE COMMODITY/PAYMENT CODE			25							
DISCONTINUATION			NET 30 DAYS			▶			Sub-Total ▶ \$ 8,475.42							
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)			24 SHIP VIA			26 ESTIMATED FREIGHT			TOTAL ▶ \$ 8,475.42							
April 30, 2002			TAW CONTRACT			0-										
FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160																
ACC LINE	A	B	C	D	E	1	4	1	2	DISTRIBUTION	AMOUNT					
01	98 000 0000															
02	218	410284	000000													
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)						
32 SIGNATURE AND TITLE										SCOTT C. WOLZ, CONTRACTING OFFICER						
										31c COMMERCIAL PHONE (Area Code and Number)						
										31d FTS PHONE NO.						
33 RECEIPT DATE	34 TYPE SHIPMT	35 RECEIVING OFFICE PHONE (A/C & No.)	FTS	COMM	30	05	56	56	56	56	56					

RIF  
164



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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.

RIF  
185

**FOR AGENCY USE ONLY**

UNITED STATES DEPARTMENT OF AGRICULTURE  
**PURCHASE ORDER**

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3151	3 CONTRACT NUMBER 53-3151-0-00004	4 ORDER DATE 2/28/02	5 SF-281 CA	6 UNIT CODE T8	7 FUND CODE 43-3151-0-8012	8 ORDER NUMBER 53	9 SUB.
----------------------	--------------------------------	--------------------------------------	-------------------------	----------------	-------------------	-------------------------------	----------------------	--------

24 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**WIDMEYER COMMUNICATIONS**  
 1825 CONNECTICUT AVE NW  
 WASHINGTON D.C. 20009

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**USDA/FSA/MSD/AMB/SPS**  
 1400 INDEPENDENCE AVE SW  
 WASHINGTON D.C. 20250-0567

PHONE (A/C & No.) \_\_\_\_\_ Check One  FTS  COMM

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK ORDER # 53 - Communication Toolkit Implementation  The Contractor's proposal dated 2/25/02 in response to the Government Task Order # 53 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.	2540	2	1	JOB	\$ 15,354.22	\$ 15,354.22
THIS DOCUMENT IS FOR FSA INTERNAL PROCESSING ONLY								

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS NET 30	22a TYPE COMMODITY/PAYMENT CODE -0-	25 Sub-Total \$ 15,354.22
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)	24 SHIP VIA	26 ESTIMATED FREIGHT -0-	27 TOTAL \$ 15,354.22

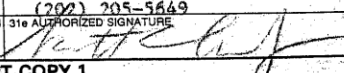
28 PERIOD OF PERFORMANCE: LAW CONTRACT

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
02	218	410284	000000				

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)  
**SCOTT C. WOLZ, CONTRACTING OFFICER**

32 SIGNATURE AND TITLE  


31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 205-5669

31d FTS PHONE NO.

33 RECEIPT DATE  
 34 TYPE SHIPMT  
 35 RECEIVING OFFICE PHONE (A/C & No.)  
 FTS COMM

RECEIPT COPY 1

FORM AD-838-5PE (Rev. 11/00)



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order 53—Communication Toolkit Implementation

### Scope of Work

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 states.

RIF  
167

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 banner 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 outlets – 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.

RIF  
188





United States  
Department of  
Agriculture

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.

RIF  
190

FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER					
1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.
1 OF 1	3151	53-3151-0-00004	2/25/02	CA		TS	43-3151-0-9012	55
5a TYPE PURCHASE (Check one)								
<input type="checkbox"/> PURCHASE ORDER			<input checked="" type="checkbox"/> DELIVERY ORDER					

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)	11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
WIDMEYER COMMUNICATIONS 1825 CONNECTICUT AVE NW WASHINGTON D.C. 20009	USDA/FSA/MSD/AMB/SPS 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567
	PHONE (A/C & No.)
	Check One <input type="checkbox"/> FTS <input type="checkbox"/>
	COMM <input type="checkbox"/>

12 LINE ITEM	13 QUANT. REC'D.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		Task # 55 - NAPS Articles	2540	2	1	JOB	12,202.75	\$ 12,202.75
		The contractor's proposal dated 2/25/02 in response to the Government Task Order # 55 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.						
		this document is for fsa internal processing only						

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)	22 DISCOUNT AND/OR NET PAYMENT TERMS	22a TYPE COMMODITY/PAYMENT CODE	25
21 F.O.B. POINT	NET 30	0	Sub-Total 12,202.75
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)	24 SHIP VIA	26 ESTIMATED FREIGHT	27 TOTAL 12,202.75
SEE PERIOD OF PERFORMANCE	TAW CONTRACT	-0-	

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1	4
02	218	410284	000000				

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)
32 SIGNATURE AND TITLE	SCOTT C. WOLZ, CONTRACTING OFFICER
	31c COMMERCIAL PHONE (Area Code and Number)
	(202) 205-05649
33 RECEIPT DATE	34 TYPE SHIPMT
35 RECEIVING OFFICE PHONE (A/C & No.)	31e AUTHORIZED SIGNATURE
	<i>Scott C. Wolz</i>





United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order #55 -NAPS Articles

### Scope of Work

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.

RIF  
192

FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER												
1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.							
1 OF 2	3151	53-3151-0-00004	3/13/02	CA		T8	43-3151-0-8012	56							
<input type="checkbox"/> PURCHASE ORDER <input checked="" type="checkbox"/> DELIVERY ORDER			10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) <b>WIDMEYER COMMUNICATIONS</b> 1825 CONNECTICUT AVENUE NW WASHINGTON D.C. 20009												
11 SHIP TO ▶			11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance <b>USDA/FSA/MSD/AMB/SPS</b> 1400 INDEPENDENCE AVE SW- stop 0567 WASHINGTON D.C. 20250-0567												
12 LINE ITEM			13 QUANT. REC'D.			14 DESCRIPTION			15 BUDGET OBJECT		16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		TASK # 56 - SPRINGFIELD PLANNING FOR Forum 2002	2540	2	1	JOB	8,633.60	8,633.60							
		The Contractor's proposal dated 3/13/02 in response to the Government Task Order # 56 is hereby accepted and incorporated into the Contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are attached.													
		This document is for FSA Internal processing only													
20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)															
21 F.O.B. POINT			22 DISCOUNT AND/OR NET PAYMENT TERMS			22a TYPE COMMODITY/PAYMENT CODE			25 Sub-Total			27			
DESTINATION			NET 30			-0-			8,633.60						
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)			24 SHIP VIA			26 ESTIMATED FREIGHT			TOTAL			8,633.60			
3/26/02			IAW CONTRACT			-0-									
FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160															
AGE LINE	A	B	C	D	E	1	2	3	4	5	6	7	8	9	10
02	218	410284	000000												
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)					
32 SIGNATURE AND TITLE										MARTHA VINES, CONTRACTING OFFICER 31c COMMERCIAL PHONE (Area Code and Number)					
33 RECEIPT DATE										34 TYPE SHIPMT	35 RECEIVING OFFICE PHONE (A/C & No.)	FTS	COMM	31d AUTHORIZED SIGNATURE	31e PHONE NO.
														97021 295-5449 Martha Vines	RIF 193



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## Task Order #56 - Springfield Planning for Forum 2002

### Scope of Work

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.

RIF  
LGH

FOR AGENCY USE ONLY			UNITED STATES DEPARTMENT OF AGRICULTURE PURCHASE ORDER						
1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.	
1 OF 1	2151	53-3151-0-00004	4/02/02	GA	CC	43-3151-0-8012	57		
10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) <b>WIDMEYER COMMUNICATIONS</b> 1825 CONNECTICUT AVE NW 5 <sup>th</sup> Floor WASHINGTON D.C. 20009			11 SHIP TO ▶		Consignor, Address, Zip Code, and Place of Inspection and Acceptance <b>USDA/FSA/MSD/AMB/SPS</b> 1400 INDEPENDENCE AVE SW WASHINGTON D.C. 20250-0567			12 LINE ITEM 13 QUANT. REC'D. 14 DESCRIPTION 15 BUDGET OBJECT 16 ACC LINE 17 QUANTITY 18 UNIT ISSUE 19 UNIT PRICE 20 AMOUNT	
02		TASK # 57 - Forum 2002 Registration  The Contractor's proposal dated 3/27/02 in response to the Government Task Order #57 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.	2540	1	1	job	11,480.70	\$ 11,480.70	
This document is for FSA Internal processing only									
20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(e)									
21 F.O.B. POINT			22 DISCOUNT AND/OR NET PAYMENT TERMS			22a TYPE COMMODITY/PAYMENT CODE		25	
DESTINATION			NET 30			P-0-		Sub-Total \$ 11,480.70	
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)			24 SHIP VIA			26 ESTIMATED FREIGHT		27	
June 9, 2002			TAW CONTRACT			-0-		TOTAL \$ 11,480.70	
FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160									
ACC LINE	A	B	C	D	E	DISTRIBUTION		AMOUNT	
02	284	0000	0000	000					
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)			
32 SIGNATURE AND TITLE						SCOTT C. WOLZ CONTRACTING OFFICER		31d FTS PHONE NO.	
33 RECEIPT DATE						34 TYPE SHIPMT		35 RECEIVING OFFICE PHONE (A/C & No.)	
						31a AUTHORIZED SIGNATURE		(202) 205-5449	

RIF  
195



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## MEMO

### Task Order #57 -FORUM 2002 REGISTRATION

#### Scope of Work

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

USDA is an Equal Opportunity Employer

RIF  
196





United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

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

## MEMO

### Task Order #58 -AgVenture Media Plan

#### 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

RIF  
198

**FOR AGENCY USE ONLY** UNITED STATES DEPARTMENT OF AGRICULTURE  
**PURCHASE ORDER**

1 PAGE NO.	2 RECEIVING OFFICE NO.	3 CONTRACT NUMBER	4 ORDER DATE	5 SF-281	6 UNIT CODE	7 FUND CODE	8 ORDER NUMBER	9 SUB.
OF 2	3151	53-3151-0-00004	4/02/02	CA	CC	43-3151-0-8012	59	

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

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

WIDMEYER COMMUNICATIONS  
1825 CONNECTICUT AVE NW  
5th FLOOR  
WASHINGTON D.C. 20009

SHIP TO  
USDA/FSA/MSD/AMB/SPS  
1400 INDEPENDENCE AVE SW  
WASHINGTON D.C. 20250-0567

12 LINE ITEM	13 QUANT. RECD.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
2		TASK # 59 - Partner Follow-Up	2540	2	1	job	6,107.47	6,107.47
<p>The Contractor's proposal dated 3/26/02 in response to the Government Task Order # 59 is hereby accepted and incorporated into the contract. The Scope of Work, Statement of Work, Deliverables and Period of Performance are accepted.</p> <p>This document is for FSA Internal Processing only.</p>								

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

21 F.O.B. POINT

22 DISCOUNT AND/OR NET PAYMENT TERMS

22a TYPE COMMODITY/PAYMENT CODE

23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)

24 SHIP VIA

26 ESTIMATED FREIGHT

25 Sub-Total \$ 6,107.47

27 TOTAL \$ 6,107.47

June 1, 2002 LAW CONTRACT

FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160

ACC LINE	A	B	C	D	E	DISTRIBUTION	AMOUNT
2	5	10	5	3	4	1-4-1-2	2
02	284	0000 0000 000					

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)

32 SIGNATURE AND TITLE

31c COMMERCIAL PHONE (Area Code and Number)

31d FAS PHONE NO.

33 RECEIPT DATE

34 TYPE SHIPMT

35 RECEIVING OFFICE PHONE (A/C & No.)

31e AUTHORIZED SIGNATURE

SCOTT C. WOLZ, CONTRACTING OFFICER  
(202) 205-5640

RIF  
199