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Farm and Foreign Agricultural Services

Farm Service Agency TASK ORDER #21.1 -CRP/CREP Video

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

Deliverable 1

Script for 8- to 12-minute video.

Statement of Work

- -WBG will consult with FSA and implementers to determine overall theme and talking points of video.
- -WBG will write a script for the video.
- -The script will be used to help determine necessary "stock" footage and new footage to be shot as outlined in Deliverable 2 and Deliverable 3.
- -TWBG will provide one draft and up to two revisions of the script based on input from USDA.

Period of Performance

Work is to commence upon the issuance of a task order. First draft will be due three weeks from issuance of task order. Each subsequent draft will be due one week from return of edits by USDA.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

TASK ORDER #21.2 - CREP VIDEO STEP 2

Scope of Work

TWBG will develop a detailed list of production needs, including all video and interviews. TWBG will identify and contact potential interview subjects and confirm their availability for production. From this research TWBG will develop a production schedule for the video.

Statement of Work

- TWBG will compile a shot list for the entire video.
- TWBG will pool resources from at least four organizations, beginning with Nature Conservancy, Pheasants Forever, Ducks Unlimited and the Chesapeake Bay Foundation, to request stock footage relevant to the script, as well as using TWBG stock footage.
- All footage provided by USDA and other organizations will be in Betacam format and will be production-quality.
- TWBG will review b-roll, both in-house and collected from other organizations, and choose all existing footage to be used for the video.
- TWBG will secure permission for all footage obtained through CREP partners or outside organizations.
- Based on the review of footage, TWBG will present a memo to USDA detailing the remaining images and interviews that need to be produced or purchased.
- TWBG will identify and contact potential interview subjects, confirm their availability for production, and develop a recommended production schedule.

Deliverables

- Complete shot list.
- Memo identifying new footage, including interviews, that needs to be shot or bought.
 Recommended production schedule detailing potential interview subjects, contact information and their availability.

Period of Performance

- Shot list will be delivered to FSA one week after task order is issued.
- Memo on production needs and interview availability will be delivered to FSA three weeks after task order is issued.



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Farm and Foreign Agricultural Services

Farm Service Agency

ndence Scope of Work

1400 Independent Ave, SW: Stop 0506 Washington, DC 20250-0506

TASK ORDER #21.3 - CREP VIDEO STEP 3

To proceed with production of the CREP promotional video, TWBG will draft the final script based on the interviews we're working with and stressing the farmer to farmer message. TWBG will shoot new interviews in Maryland, digitize and edit all existing footage.

Statement of Work

- · TWBG will finalize the script.
- · TWBG will digitize all existing footage.
- . TWBG will shoot new interviews with Jeff Farmer and Bill Street.
- TWBG will rent all the necessary equipment for the shooting.
- TWBG will produce a scratch tape and assemble video clips into a final rough cut.

Deliverables

- · Final script
- Interviews with Jeff Farmer and Bill Street
- Video rough cut

Period of Performance

- · Script will be delivered by Friday, May 11.
- All existing footage will be digitized by Friday, May 11.
- · Jeff Farmer interview will be shot Saturday, May 12.
- · Bill Street interview will be shot Monday, May 14.
- Video rough cut will be delivered by Thursday, May 31.



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Farm and Foreign Agricultural Services

Farm Service Agency Task Order 21.4 - Video Package/Distribution

1490 Independence Ave, SW. Stop 0506 Washington, DC 20250-0506

Scope of Work

To package USDA's CREP promotional videos for distribution, TWBG will design, write, print and assemble the video boxes and dub 275 VHS tapes and 30 Beta tapes. TWBG will graphically design and write a sleeve insert for a black, plastic VHS box; write and produce labels for VHS and Beta tapes; produce labels for a plastic Beta box. TWBG will then manage dubbing, printing and assembling 275 VHS and 30 Beta tapes in packaging.

Statement of Work

- TWBG will write headlines and copy for VHS box.
- TWBG will write text for tape labels and Beta box.
- TWBG will graphically design VHS box.
- TWBG will manage printing the sleeve insert for the VHS box.
- TWBG will manage printing the tape labels and Beta box labels.
- TWBG will purchase the video boxes.
- TWBG will manage dubbing the 275 VHS and 30 Beta tapes.
- TWBG will manage attaching labels, inserting the sleeves and stuffing tapes for the video boxes.

Deliverables

 275 VHS and 30 Beta copies of "Partners with the Land," the CREP promotional video in box packaging.

Period of Performance

Videos fully packaged will be delivered by June 12, 2001.

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Task Order 21.5 -Narrator and Music

Scope of Work

In the final phase of producing USDA's CREP promotional video, TWBG will select and secure both voice talent and music. TWBG will recommend and work with a voice talent to act as narrator for the final video. TWBG will recommend and purchase music to accompany the video.

Statement of Work

- TWBG will vet and recommend voice talent.
- TWBG will present USDA with two possible narrators.
- TWBG will hire voice talent and oversee recording.
- TWBG will rent a studio for recording narration.
- TWBG will select and purchase music.

Deliverables

- Voiceover for "Partners with the Land"
- Rights to two musical selections

Period of Performance

Narrator and music will be secured for final production by Monday, June 4.

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Farm and Foreign Agricultural Services

Task Order 21.6 - Captioning and Final Preparation of CREP Video

Farm Service Agency

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

Scope of Work

To complete the CREP "Partners with the Land" video for widescale use, TWBG will videotape and edit into the video a specific video element on water quality: close caption the video, add titles, natural sound and complete edits, and prep the final video for the Web.

Statement of Work

- TWBG will manage close captioning of the videotape.
- TWBG will produce needed video footage of a little girl drinking from a water fountain.
- TWBG will add natural sound, title graphics and complete edits on the Master tape.
- TWBG will provide USDA with all original artwork and video on disk, Beta and VHS date for future use.

Deliverables

Final Master tapes and disks of "Partners with the Land" video.

Period of Performance

Delivery of Master tapes and disks will be made to FSA by July 31, 2001.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

TASK ORDER #22 -Feature Articles for Partner Publications

Scope of Work

The Widmeyer-Baker Group (TWBG) will write a 1,000 word magazine-style article on the national CREP program outlining the origin and goals of the program, and the scope and location of current CREP agreements. TWBG will use the article as a basis for developing ten articles for submission to internal magazines of the organizations FSA is meeting with through Task Order #15. All articles will be clear by FSA before being submitted to the publications.

Statement of Work

- TWBG draft a 1,000 word (approx.) article on the national CREP program and obtain approvals from FSA for accuracy, message and tone.
- From the main article, TWBG will develop similar articles for submission to ten separate publications, rewriting and editing the piece for each publication's intended audience and specifications.
- TWBG will submit the articles to the editor of the publications and follow-up on editing, interview or photo requests that will help facilitate the appearance of a CREP article in the ten publications.

Deliverables

- 1.000 main CREP article
- 10 articles for submission

Period of Performance

Work is to commence immediately upon final approval of the task order. A draft of the main CREP article will be delivered within four weeks of task order approval. All work on the task order will be completed by January 31; 2001.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

TASK ORDER #23 -USDA Downloadable Forms Brochure

Scope of Work

TWBG will create a 6-panel original brochure to provide information and promote use of USDA forms available online. TWBG will write copy, design and lay out the brochure to FSA specs and will create original artwork as needed. FSA will provide all photos to be used in conjunction with this project. Specifications for the project include:

Specs

- original copy for brochure, from ideas provided by FSA
- development and presentation of 2 brochure layout and design concepts
- · client meetings and consultations
- layout upon client approval of final text
- · 2 rounds of modifications and refinements to 1 final
- · camera-ready art on diskette in desired format
- · handle vendor liaison and quality control with GPO
- 6 panel brochure; finish size 4"X9"

Deliverables

- 1. Draft copy for brochure
- 2. Camera-ready art for brochure

Period of Performance

- First round of copy to be delivered to FSA within 7 days after TWBG receipt of Frequently Asked Questions and "how the use the web site" information from FSA.
- Camera-ready art to be delivered to FSA within 30 days from approval of copy.

The budget listed below, submitted by TWBG on 10-16-2000, has been reviewed by the technical team and approved.



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Farm and Foreign Agricultural Services

TASK ORDER #24 -Pennsylvania CREP Plan Consultation Follow Up

Farm Service Agency

Work

Scope of Work

1400 Independ Ave, SW Stop 0506 Washington, DC 20250-0506 A Widmeyer-Baker Group (TWBG) representative will travel to Harrisburg, Pennsylvania to attend the November 21 meeting of the Pennsylvania CREP Communications Committee to consult on a communications plan for the program and suggest communications activities.

Statement of Work

- A TWBG representative will travel by POV from Washington, DC to Harrisburg, PA and meet with members of the Pennsylvania CREP Communications Committee. The TWBG representative will work with the Committee to modify and augment the draft PA CREP Communications Plan FSA and TWBG submitted to the committee in October, and work to obtain agreements among the various State groups on implementation. (See TO #16)
- After the meeting, TWBG will prepare a memorandum on the agreements made at the meeting and recommendations of the level of communications effort FSA and TWBG should provide in supporting the Pennsylvania CREP.

1. Memo report with TWBG recommendations and conclusions based on meeting input.

Period of Performance

Travel and participation in the meeting is to be conducted on November 21, 2000. The report memo is to be completed by November 28.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

TASK ORDER #25 -SPANISH VERSION OF FSA PRODUCER'S GUIDE

Scope of Work

TWBG will create a 16-page Spanish language version of the FSA producer's guide. The design for the guide will follow as close as possible to the English language version. FSA will provide Spanish-language copy, and the original photos and art used in the English language version. Specifications for the project include:

Specs

- •Replace text within existing layout upon receipt of client-approved final text
- ·Layout modifications, if needed, to adjust text size changes
- •1 round of modifications and refinements to 1 final
- •Proofing and review of Spanish text
- •handle vendor liaison and quality control with GPO
- •16 pages, self-cover, 4-color build

Deliverables

- Draft layout with copy for review
- •Camera-ready art for brochure

Period of Performance

- •Draft to be delivered to FSA within 5 working days after TWBG receipt of text.
- •Camera-ready art to be delivered to FSA within 2 working from receiving comments.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

TASK ORDER #26 - CREP POWER POINT PRESENTATION

Scope of Work

The Widmeyer-Baker Group (TWBG) will develop a complete overview presentation on the Conservation Reserve Enhancement Program with full color graphics and photos. The presentation will be created in Power Point format, will be easy to alter, and will be delivered ready for FSA to post on its web site along with a CD-ROM version.

Statement of Work

- In consultation with FSA, TWBG will develop a detailed outline of message points and graphic/photo requirements for the presentation.
- From the outline, TWBG will create for FSA's approval a concept for the general "look"
 of the presentation including colors, fonts, and the use of photos, graphics, audio and
 animation. All photos will be provided by USDA unless otherwise instructed by the
 COTR. Acquisition of any outside photos would be handled under a revision to this task
 order.
- Based on FSA's response, TWBG will fully develop the chosen concept into presentation form and write an accompanying sample script and suggestions for altering the presentation to suit particular CREPs.
- TWBG will collaborate with FSA through two rounds of edits and finalize the
 presentation and script as directed by FSA.
- TWBG will consult with FSA technical personnel to ensure the presentation is produced in a format FSA can easily and swiftly post on the Internet.

Deliverables

- Presentation outline
- Design concept
- Draft presentation and script
- Final presentation

Period of Performance

Work is to commence upon final approval of the task order. The presentation outline will be due within two weeks of an initial FSA/TWBG project meeting to be held ASAP after the task order's approval. Design concepts will be delivered within two weeks of receipt of FSA's comments on the outline. The draft presentation and script will be delivered within two weeks of approval of a design concept. Final delivery will be made within one week of TWBG receiving final comments on the draft presentation and script.

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MEMO

Farm and Foreign Agricultural Services

TASK ORDER #27 - CREP PROGRESS REPORT BOOKLET

Farm Service Agency

1400 independence Ave, SW Stop 0506

Washington, DC

20250-0506

Scope of Work

TWBG will create an informational booklet on CREP, modeled after the booklet created for CRP in 1999 (PA-1603). TWBG will write copy, design and lay out the booklet to FSA specs and will create original artwork as needed. TWBG will also modify the existing CREP power point presentation format to create an accompanying presentation. In addition, TWBG will revise the current CREP one-page fact sheet currently in use.

Specifications for the project include:

Statement of Work

- In consultation with FSA, TWBG will determine an outline of basic content for the booklet, including background on CREP, progress of the current agreements, anecdotal success stories, statistical information, and charts, photos and other graphics.
- TWBG will write copy for the booklet, based on the agreed-upon content, and will
 develop charts and graphics.
- TWBG, in consultation with FSA, will create original artwork including maps and charts for the booklet.
- TWBG will create a presentation, based on the CREP power point present being developed under another task order, to complement the booklet.
- TWBG will revise the current one-page fact sheet for CREP by eliminating the Gore and Glickman quotes, replacing the artwork with a photo, adding new text and doing a new layout for design.
- All photographs for the these items will be provided by FSA. Costs for any photo needs outside of the ownership of USDA will be addressed through a supplemental task order.

Specs for booklet

- · original copy for brochure, from ideas provided by FSA
- · client meetings and consultations
- · layout upon client approval of final text
- 2 rounds of modifications and refinements to 1 final
- · camera-ready art on diskette in desired format

- handle vendor liaison and quality control with GPO
- 32-page four-color design

Page 1

RIV (33)

Deliverables

- •Camera-ready art for one page fact sheet
- Booklet outline
- Draft copy for booklet
- •Camera-ready art for booklet
- ·Power point outline
- Power point script
- •Final power point presentation

Period of Performance

Camera-ready art for fact sheet will be completed within 5 working days of receiving approved copy and photo.

Booklet outline work will begin immediately upon approval of this task order. Outline will be completed within 5 working days of receipt of all State Annual Reports.

Copy for booklet and power point outline will be delivered within 7 working days from approval of booklet outline.

First draft of design and power point script will be delivered within 10 working days from copy approval.

All work on this task order will be completed by April 30, 2001.

foreign 5/16/01-70 June 10th

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MEMO

Farm and Foreign Agricultural Services

Task Order 28 - Meet with Pennsylvania CREP Communications Committee

Farm Service Agency

Scope of Work

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

A Widmeyer-Baker Group (TWBG) representative will travel to Harrisburg, Pennsylvania along with FSA to attend the February 15th meeting of the Pennsylvania CREP Communications Committee to consult on a communications plan for the program and suggest communications activities.

Statement of Work

- A TWBG representative will travel by car from Washington, DC to Harrisburg, PA and meet with members of the Pennsylvania CREP Communications Committee. The TWBG representative will work with the Committee to modify and augment the draft PA CREP Communications Plan FSA and TWBG submitted to the committee in October. TWGB and FSA will moderate discussion to finalize the plan, which was revised by committee members in November-December, and work to obtain agreements among the various State groups on implementation.
- After the meeting, TWBG will prepare a memorandum on the agreements made at the
 meeting and recommendations of the level of communications effort FSA and TWBG
 should provide in supporting the Pennsylvania CREP.

Deliverables

Memo report with TWBG recommendations and conclusions based on meeting input.

Period of Performance

Travel and participation in the meeting is to be conducted on February 15, 2001. The report memo is to be completed by February 21.

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MEMO

Farm and Foreign Agricultural Services

Task Order 29 - Meet with Pennsylvania CREP Communications Committee

Farm Service Agency

Scope of Work

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

A Widmeyer-Baker Group (TWBG) representative will travel to Harrisburg, Pennsylvania to attend the March 19 meeting of the Pennsylvania CREP Committee. The representative will help present the communications plan for the program to the committee. TWBG will also edit the final plan into a generic document for use as a template by other states.

Statement of Work

- A TWBG representative will travel by car from Washington, DC to Harrisburg, PA
 and meet with members of the Pennsylvania CREP Committee. TWGB and FSA will
 assist the chairman of the Communications Committee in presenting the plan for the
 full committee.
- After the meeting, TWBG will prepare a memorandum on the agreements made at the
 meeting and recommendations for further cooperation, if any, FSA at TWBG should
 pursue in supporting the Pennsylvania CREP.
- TWBG will edit the final Pennsylvania communications plan into a generic document that can be shared with other states as a template for their own plans.

Deliverables

- Ten copies of the Pennsylvania Communications Plan for the meeting.
- Memo report with TWBG recommendations and conclusions based on meeting input.
- Generic version of the Communications Plan.

Period of Performance

Travel and participation in the meeting is to be conducted on March 19, 2001. The report memo is to be completed by March 22. The generic version of the plan is to be submitted by March 26.

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MEMO

Farm and Foreign Agricultural Services

Task Order 30 - Annual Report Follow Up

Farm Service Agency Scope of Work

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

The Widmeyer-Baker Group (TWBG) will interview 50 field staff involved in state and county level implementation of the Conservation Reserve Enhancement Program. The interviews will be held to verify the evaluations made in the state annual reports and to determine further program insights. The interviews will also determine what topics staff would like to cover at the June national CREP meeting.

Statement of Work

- In consultation with FSA, TWBG will develop a list of questions to ask field staff
 about the program to verify statements made in the annual reports and to determine
 further successes, lessons learned and current challenges exist within the various
 programs.
- From a list of names provided by FSA, TWBG will call and interview 50 staff members representing FSA, NRCS, state agencies, and local and private interests.
- TWBG will also inquire about agenda preferences for the June 11 national CREP meeting.
- If a listed contact is not available during the calling period, TWBG will notify FSA so
 it may substitute another person from the same state.
- TWBG will compile the results into a report for FSA.

Deliverables

- Question list
- · Findings report

Period of Performance

Work is to commence immediately upon final approval of the task order. Within 3 working days TWBG will submit a preliminary list of questions for approval. Interviews will be made over a two week period commencing as soon as FSA approves questions and delivers a call list to TWBG. A draft of the report will be submitted to FSA one week after the completion of the calling period.

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Task Order 31 - CREP Progress Report Booklet

Farm and Foreign Agricultural Services

Scope of Work

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 TWBG will update the CRP informational booklet (PA-1603). This will include updating facts, lists and charts within the document, and providing additional copy on new CREPs. TWBG will redesign the booklet to resemble the CREP booklet being created under Task Order #27. Additionally, TWBG will provide a complementary design for a Statistical booklet, so that the three documents will appear to be from the same "family."

Specs for booklet

- · original copy for brochure on new CREPs,
- FSA will provide updated text
- client meetings and consultations to determine new charts/artwork
- layout upon client approval of final text
- 2 rounds of modifications and refinements to 1 final
- camera-ready art on diskette in desired format
- · handle vendor liaison and quality control with GPO
- Four-color design

Deliverables

- Updated copy and additional text
- New charts and artwork
- Camera-ready art for booklet
- Cover design for Statistical Booklet

Period of Performance

Booklet outline work will begin immediately upon approval of this task order. TWBG will notify FSA within 3 working days of task order approval of all information needed to update the booklet. Copy for the booklet will be delivered within 7 working days from receiving update information. First draft of design and will be delivered within 10 working days from copy approval.

All work on this task order will be completed by April 30, 2001.

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Task Order 32 - National CREP Meeting Planning and Prep

Farm and Foreign Agricultural Services

Scope of Work

Farm Service Agency

1400 independence Ave, SW Stop 0506 Washington, DC 20250-0506 The Widmeyer-Baker Group will work with FSA and the State of Maryland on the planning, preparation and distribution of invitations for the 2001 national CREP meeting to be held on June 10-13. Widmeyer representatives will attend planning meetings, prepare and distribute invitational and informational items. They will also work with meeting speakers to obtain speech abstracts and provide presentation instructions.

Statement of Work

- TWBG representatives will attend at least three meetings of the planning group to provide advice and counsel on the agenda and on all action items.
- A TWBG representative will meet with management of the Harbourtowne Resort to discuss budget and event details and to consult on planning.
- TWBG will provide updated mailing and e-mail lists for invitation distribution.
- TWBG will conduct a mailing to 100 implementers.
- TWBG will prepare and distribute an e-mail invitation to the updated list.
- TWBG will provide FSA with materials to place on the FSA web site for online registration for the forum.
- TWBG will develop a presentation template for State presenters for short, effective presentations.
- TWBG will request advance presentations or abstracts from presenters and will compile them into a single document for FSA/Maryland to copy for availability at the forum.

Deliverables

- Mailing list
- E-mail list
- E-mail invitation
- Online invitation/registration package
- Presentation template
- Advance presentations and abstracts

Period of Performance

Work is to begin immediately upon approval of this task order. Information mailing will be conducted by April 11. All work will be completed on this task order by June 8.

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Task Order 33 - CREP Forum 2001

Scope of Work

The Widmeyer-Baker Group (TWBG) will help facilitate and coordinate FSA participation in a summer 2001 meeting of interested implementers of the Conservation Reserve Enhancement Program (CREP). The meeting, to be sponsored by the Maryland CREP, is open to county, state and federal government personnel as well as any other individuals currently promoting the CREP program. TWBG will conduct a presentation, along with FSA, on the communications items developed to market CREP, and will provide support and guidance for forum planners throughout the meeting.

Statement of Work

- Two TWBG representatives will travel to St. Michaels, Maryland for the June 10-13 CREP 2001 conference attend all forum sessions, take meeting notes and prepare an official meeting report. TWBG will gather all presentations given at the forum and will compile into the report, which will be delivered to FSA in printed form and in an electronic format for posting on the FSA web site.
- Along with FSA, TWBG will develop and deliver a one-hour presentation at the forum on the items available from FSA to more effectively talk about CREP (video, power point presentation, communications plan, booklets and brochures).
- TWBG will provide meeting support as needed by meeting organizers including registration, on-site coordination and logistics, and general errand support.

Deliverables

- Draft PowerPoint presentation for FSA/TWBG panel.
- PowerPoint presentation to meeting attendees.
- Meeting report.

Period of Performance

Work is to commence immediately upon final approval of the task order. The draft presentation will be delivered to FSA by May 30, at which time FSA and TWBG will go over the presentation and practice its delivery. The presentation will take place on Tuesday morning, June 12. The final written meeting report will be presented no later than June 29.

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Farm and Foreign Agricultural Services

Farm Service

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Task Order 34 - State Level Coordination 2001

Scope of Work

The Widmeyer-Baker Group (TWBG) will continue its communications coordination effort among CREP implementers and promoters through December 2001. This will be done by facilitating interaction among implementers in various states through monthly e-mail listservs, bimonthly conference calls, and meetings. The ultimate goal of this coordination is to capitalize on the various efforts already underway and to further develop synergies among state-level implementers. Under this task order, TWBG will provide weekly reports to FSA on the full scope of FSA/Widmeyer activities to market and promote CREP.

Statement of Work

- TWBG will maintain and continually update an e-mail distribution list of all implementers and others interested in receiving a monthly report on the progress of CREP projects.
- TWBG will continue to produce and edit content for monthly listservs through December 2001.
- TWBG will maintain a phone list of participants in a bimonthly conference call.
- Prior to each conference call, TWBG will notify each member of the phone group of the upcoming call and provide an agenda. The TWBG project manager will moderate the call along with an FSA representative.
- Following each conference call, TWBG will compile a meeting report to be sent to the full e-mail list.
- The project manager and other appropriate staff will meet periodically with FSA to determine need for face-to-face meetings among CREP partners. [TWBG support work for meetings to be determined through supplemental Task Order(s).
- TWBG will provide weekly updates to FSA on the progress of all TWBG/FSA efforts

Deliverables

- Participant lists, agendas, and reports for four conference calls through calendar year
- Seven monthly listsery reports through calendar year 2001.

Period of Performance

Work is to commence immediately upon final approval of the task order Listserv reports will commence in June and continue on a monthly basis as directed by the COTR. TWBG will meet with FSA to select dates for the bimonthly phone conferences. Support of the listserv and phone group, as well as weekly updates, will continue through December 2001, at which time a new task order may be issued to adjust and extend State Level Coordination efforts.

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Farm and Foreign

Farm Service

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

Task Order 35 - Photo Purchases for CRP/CREP Publications

Scope of Work

The Widmeyer-Baker Group (TWBG) will secure the rights from Grant Heilman photography the use of two photos for the covers of the CRP and CREP booklets in production through Task Orders 27 and 31.

Statement of Work

- A TWBG representative will select appropriate photos for the covers of the CREP and CRP booklets from the Grant Heilman archive.
- TWBG will purchase one-time exclusive reproduction rights for the photos and will obtain scans of the photos for publication and prints for review by USDA.

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

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 June 27, 2001.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

Task Order 36 - CREP Forum Evaluation

Scope of Work

The Widmeyer-Baker Group (TWBG) will develop a post conference evaluation form for the CREP 2001 Forum and distribute it via e-mail to all participants. TWBG will analyze the responses and generate a report of findings and make recommendation for future meetings and efforts.

Statement of Work

- In cooperation with the Maryland hosts of CREP Forum 2001, TWBG will develop a list of questions to participants about the forum's various presentations and other elements.
- From the participant list, TWBG will develop an e-mail list and distribute via e-mail contact each participant asking him/her to provide an evaluation of the forum and to give any suggestions for planners of future conferences.
- TWBG will compile the results into a report for FSA to share with the Maryland CREP and with planners for the next CREP forum.

Deliverables

Evaluation report

Period of Performance

Work is to commence immediately upon final approval of the task order. TWBG will give respondents until July 16 to reply with their comments. The report will be delivered to FSA no later that July 27.

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Farm and Foreign Agricultural Services

Farm Service Agency Task Order 37 - Duplication of CREP Video and Packaging

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

Scope of Work

To meet FSA's distribution needs for the CREP promotional video, TWBG will ensure the duplication and delivery of 500 VHS copies of the video in the packaging designed by TWBG.

Statement of Work

- TWBG will manage reproduction of the VHS tapes.
- TWBG will manage production of video boxes, sleeves and labels.
- TWBG will manage attaching labels, inserting the sleeves and stuffing tapes for the video boxes.
- TWBG will manage shipping of the tapes to FSA headquarters

Deliverables

 500 VHS copies of "Partners with the Land," the CREP promotional video in box packaging

Period of Performance

Videos fully packaged will be delivered within 10 working days of approval of this task order.

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Farm and Foreign Agricultural Services

Task Order 39 - Executive Briefing PowerPoint

Farm Service Agency

Scope of Work

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

The Widmeyer-Baker Group (TWBG) will develop a briefing presentation on the current status of the Conservation Reserve Enhancement Program. The presentation will be created in the PowerPoint format and will be for internal USDA use for briefing executives in the Secretary's office.

Statement of Work

- In consultation with FSA, TWBG will develop an outline of for the briefing which will include a background on CREP, current status, and potential communications opportunities.
- From the outline, TWBG will create a presentation of no more than 25 slides to cover the outline topics. All photos and art will be supplied by FSA.
- TWBG will collaborate with FSA through two rounds of edits to finalize the presentation as directed by FSA

Deliverables

Final presentation in PowerPoint format.

Period of Performance

Work is to commence immediately upon final approval of the task order. Within 1 working day of agreeing to a briefing outline, TWBG will submit a draft presentation. An edited presentation will be delivered within 1 working day after each FSA review. All work will be completed on this task order by July 31, 2001.

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW, Stop 0506 Washington, DC 20250-0506 Task Order 40 - Meet with Pennsylvania CREP Communications Committee

Scope of Work

A Widmeyer-Baker Group (TWBG) representative will travel to Harrisburg, Pennsylvania to attend the August 2nd meeting of the Pennsylvania CREP Committee to consult on communications for the program and suggest communications activities.

Statement of Work

- A TWBG representative will travel by car from Washington, DC to Harrisburg, PA and meet with members of the Pennsylvania CREP Committee.
- At the meeting, the representative will consult with the committee on the use of its resources to promote CREP in Pennsylvania and the availability of support from USDA.
- After the meeting, TWBG will prepare a memorandum on the meeting's proceedings and all decisions made by the committee of interest to FSA.

Deliverables

Memo report with TWBG recommendations and conclusions based on meeting input.

Period of Performance

Travel and participation in the meeting is to be conducted on August 2, 2001. The report memo is to be completed by August 7.

RIF