

Task Order #59 -Partner Follow-Up

Farm and Foreign Agricultural Services

Scope of Work

Farm Service

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Under FSA direction Widmeyer Communication has established contact with five organizations – The National Corn Growers Association, The Nature Conservancy, Pheasants Forever, Ducks Unlimited and The Fertilizer Institute – to develop mutually beneficial partnerships. In the next phase of relationship building, Widmeyer will continue on-going correspondence with these contacts, schedule appropriate meetings, solicit partner feedback on communications materials in development and pursue promising opportunities.

### Statement of Work

- Widmeyer will send a note and/or make a phone call to all initial partner contacts.
- Through or with FSA DC, Widmeyer will follow-up with Mississippi and Louisiana staff about local Ducks Unlimited participation.
- Widmeyer will consult with all partner contacts on Communications Toolkit CD contents and respond to constructive input.
- Widmeyer will extend an invitation to The Fertilizer Institute to become a sponsor of the CREP Forum.
- Widmeyer will initiate correspondence with the Buffer Council and Certified Crop Advisors, and will pursue a joint meeting between the groups, The Fertilizer Institute and FSA
- Widmeyer will pursue an in-person meeting with the National Corn Growers Association.
- Widmeyer will coordinate correspondence and possibly a meeting between USDA and Ronnie Ulmer, of LA Nature Conservancy, to evaluate Bartholomew Bay as a project area.
- Widmeyer will contact Steve Melton, of Mississippi FSA, about the status of a Mississippi CREP proposal and engaging The Nature Conservancy as partners.
- Widmeyer will identify media-friendly stories related to the Pheasants Forever partnership and recommend a strategy for regional publicity.

# Deliverables

Memo reporting correspondence and recommending next steps.

#### Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by June 1, 2002

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Farm and Foreign Agricultural Services

Farm Service Agency Task Order #60 -Zip Costume

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

# Scope of Work

Widmeyer Communications will design a mascot costume of AgVenture's Zip character and supervise production.

# Statement of Work

- Widmeyer will design and provide artwork for a Zip costume.
- Widmeyer will supervise Stagecraft in producing the costume.

# **Deliverables**

- Costume
- Travel bag

### **Period of Performance**

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

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Farm and Foreign Agricultural Services

Task Order #61 -E-Gov Brochure

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will create a 4-panel original brochure to market USDA's Internet services for transacting business and maintaining records. FSA will provide copy, Widmeyer will design the piece and copy-edit text.

# Statement of Work

- Widmeyer will consult with USDA to develop a design concept for the brochure.
- USDA will provide text for the brochure.
- Widmeyer will design a 4-panel brochure.

# **Deliverables**

Camera-ready brochure on diskette in USDA's preferred format.

# **Period of Performance**

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Task Order #62 -CD ROM: Coding and programming

Farm and Foreign Agricultural Services

Scope of Work

Farm Service Agency Widmeyer Communications will code and program the CD-ROM game "AgVenture."

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

### Statement of Work

- Widmeyer communications will develop all programming for the CD-ROM including animations and databases.
- Widmeyer will perform a final fact-check of all questions to be used in AgVenture.
- Widmeyer will provide on-line beta testing for segments of the game as they are developed.
- Upon completion of all segments of game, Widmeyer will provide a CD-ROM for complete beta testing.
- FSA will have one week (five business days) for testing of the final CD-ROM.
- Upon testing of CD-ROM and final FSA approval, Widmeyer Communications will deliver a final version to FSA.

# **Deliverables**

- · On-line beta testing for game segments.
- Beta version of CD-ROM.
- Final version of CD-ROM

# Period of Performance

Work is to commence immediately upon issuance of this Task Order and will be completed by May 24, 2002

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Farm and Foreign Agricultural Services

Task Order #63 - Trade Talk Summer 2002

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will work with FSA to coordinate an appearance at the National Association of Farm Broadcaster's Summer Meeting. Widmeyer will accompany an FSA spokesteam to the meeting in Cedar Rapids and act as media liaison.

# Statement of Work

- Widmeyer will register FSA for Trade Talk at the summer meeting.
- Widmeyer will obtain the attendees list in advance and research those reporters/outlets.
- Widmeyer will accompany an FSA spokesteam to Cedar Rapids.
- Widmeyer will act as media liaison at the meeting and secure media interviews.
- Widmeyer will write a report of the meeting, the Trade Talk appearance and all media
  opportunities.

# **Deliverables**

 Report of FSA's appearance at the National Association of Farm Broadcasters meeting.

### **Period of Performance**

 Work is to commence immediately upon approval of the task order and will be completed by June 31, 2002.



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Farm and Foreign Agricultural Services

Farm Service Agency

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

# Task Order #64 -Additional AgVenture Questions

# Scope of Work

In response to the new Farm Bill, Widmeyer Communications will write and fact check additional questions and fun facts for the AgVenture CD-Rom game. USDA will provide Farm Bill background and available Q&A fact sheets. The new questions will be incorporated into each scene of the game – the farmhouse, barn and field. In addition, questions will be added to raise awareness of "E-Gov."

# Statement of Work

- > USDA will provide Farm bill background and existing Q&A fact sheets.
- > Widmeyer will write AgVenture questions and fun facts.
- Widmeyer will submit 30 new questions and citations about the 2002 Farm Bill for USDA approval.
- > Widmeyer will submit 9 new questions and citations about "E-Gov" for USDA approval.
- > Widmeyer will incorporate approved questions into the game.

#### **Deliverables**

New questions and fun facts.

#### Period of Performance

 Work is to commence immediately upon approval of the task order and will be completed by June 10, 2002.



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Farm and Foreign Agricultural Services

Farm Service Agency

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

### Task Order #65 - USDA Farm Bill Forum

#### Scope of Work

Widmeyer Communications will facilitate and all-day forum for USDA Farm Service Agency and National Resources Conservation Service personnel to discuss aspects of the new Farm Bill with various stakeholders.

# Statement of Work

- > Widmeyer will develop an invite to the Forum to be delivered electronically via e-mail to invitees.
- > Widmeyer will distribute the invite to lists provided by USDA.
- Widmeyer will supplement USDA lists with 1) Additional contacts from the CREP database developed and maintained by Widmeyer; and 2) Widmeyer contacts within the agriculture, conservation, environental and related communities.
- > Widmeyer will develop an agenda for the Forum.
- > Widmeyer will provide facilities for the Forum suitable for classroom-style seating of up to 70 participants.
- > Widmeyer will assist with the drafting and facilitate distribution of a press release for the Forum.
- Widmeyer will maintain a sign-in sheet for Forum participants and deliver that list to USDA at the end of the Forum.
- Widmeyer will take notes during the Forum and provide a written summary of key discussion points and any applicaable action items.

#### **Deliverables**

- > Electronic Invite.
- > Facility for the Forum.
- Written summary of key discussion points and action items.

# Period of Performance

 Work is to commence immediately upon approval of the task order and will be completed by June 11, 2002.

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Farm and Foreign Agricultural Services

Farm Service Agency

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

# Task Order #66 - CREP Forum 2002

# Scope of Work

In a role similar to years past, Widmeyer Communications will be supporting FSA participation at the annual CREP conference. In collaboration with FSA, Widmeyer will produce a PowerPoint and speaker's notes for the "State of CREP" session. Widmeyer will also prepare and lead a Marketing session in the program. Prior to the conference Widmeyer will compile sponsor logos into a slideshow. On-site Widmeyer will support and counsel to conference planners. Throughout the meeting Widmeyer will take notes and compile all with conference materials into a final report.

### Statement of Work

- > With FSA Widmeyer will produce a PowerPoint and speakers notes for the "State of the CREP" session.
- > Widmeyer will prepare and co-deliver a Marketing session.
- > Widmeyer will produce a looped slideshow of partner logos.
- > Widmeyer will prepare talking points for USDA speakers at the conference.
- ➤ Two Widmeyer representatives will travel to Peoria, IL for the June 8 12, 2002 CREP Forum
- At the forum, the Widmeyer team will provide on-going support to conference planners, lead the Marketing session, take meeting notes and collect presentation materials for a final report.
- Widmeyer will distribute, collect and compile evaluation forms.
- Widmeyer will compile a final report, which will be delivered to FSA in printed form and in an electronic format that can be posted to the FSA website.

# Deliverables

- · State of CREP presentation.
- Marketing session.
- Forum 2002 report

# Period of Performance

 Work is to commence immediately upon approval of the task order and will be completed by June 11, 2002.

Cost and Hours by Labor Category

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**MEMO** 

Farm and Foreign Agricultural Services

TO 67-FSA General Brochure

Farm Service Agency

Scope of Work

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

e Widmeyer Communications will create a four-color, 12-page (plus cover) original pamphlet explaining the mission, structure and service areas of the USDA Farm Service Agency. Widmeyer will draft the copy (using as resources existing materials such as the current FSA pamphlet and the FSA Web site), design the piece, and provide materials necessary for GPO printing.

#### Statement of Work

- > Widmeyer will consult with USDA to develop a design concept for the pamphlet.
- Widmeyer will consult with USDA to draft copy for the pamphlet.
- Widmeyer will write the copy and provide for one (1) round of edits.
- Widmeyer will provide proofing copies of a 12-page (plus cover) pamphlet and allow for one (1) round of edits.
- Widmeyer will provide materials and forms necessary for GPO printing.

#### **Deliverables**

- Camera-ready brochure on diskette in USDA's preferred format.
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# Period of Performance

Work is to commence immediately upon approval of the task order and will be completed within eight calendar weeks.

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An Equal Opportunity Employer

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### **MEMO**

United States Department of Agriculture

Farm and Foreign Agricultural Services

TO 68 - Buffer Notes Fall 2002

Farm Service Agency

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

Widmeyer Communications will hire and manage he subcontractor National Association of Conservation Districts (NACD) to produce the every-other-month issue of "Buffer Notes."

### Statement of Work

> Widmeyer will consult with NACD and oversee the following:

> Writing, editing, designing, proofing, securing FSA approval for and printing two (2) issues of the four-page, two-color newsletter "Buffer Notes."

> Providing proofing copy of the newsletter a minimum of five days prior to printing.

Distributing the newsletter via third-class bulk mail to a minimum of 6,500 recipients nationwide. These recipients represent a combination of National Association of Conservation District members and Soil and Water Conservation Society lists.

Posting the newsletter on the World Wide Web at the site <u>www.nacdnet.org</u> within 15 days of mailing.

### Deliverables

> Two (2) issues of Buffer Notes.

### Period of Performance

Work is to commence immediately upon approval of the task order. Issues of Buffer Notes will be placed in U.S. mail according to the following schedule:

September 2002 issue

by Sept. 30

November 2002 issue

by Nov. 30

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**MEMO** 

Farm and Foreign Agricultural Services

Farm Service Agency TO 69 - CD ROM: Packaging and Duplication

1400 Independence Scope of Work

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

Widmeyer Communications create packaging and oversee duplication of the CD-ROM game "AgVenture."

# Statement of Work

- Widmeyer will design packaging for the CD-ROM based on the design developed for the "Beta" version of the CD-ROM.
- The packaging will be cardboard, "wallet-style," and will include instructions for play of the game and for use of the CD-ROM.
- Widmeyer will provide USDA with all source code and other information necessary for hosting AgVenture on the USDA Web site.

# Deliverables

- One Master CD and one Master CD Back-up
- Explanation of source code.
- 3,000 completed duplicate CD's in "wallet-style" packaging.

### **Period of Performance**

- · Work is to commence immediately upon issuance of this Task Order.
- Final CD-ROM will be delivered no later than four business weeks after approval of final AgVenture game.

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TO #70 - NAPS Article

Farm and Foreign Agricultural Services

Farm Service Agency Scope of Work

1400 Independer Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will work with USDA to develop 12 timely articles for North American Precis Syndicate (NAPS) production and distribution. Widmeyer will write stories including but not limited to CREP partnerships, water quality benefits, wildlife benefits, program milestones and farm bill news. Each 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 for each piece to document and evaluate its success.

# Statement of Work

- In consultation with FSA, Widmeyer Communications will select 12 subjects for stories.
- Widmeyer will gather information and interview various sources.
- · Widmeyer will draft two articles each month.
- · Widmeyer will work with NAPS to produce camera-ready pieces
- Widmeyer will work with NAPS to distribute and generate more than 100 placements per article.
- Widmeyer will monitor media coverage.
   Widmeyer will produce a final report.

### Deliverables

- 2 NAPS stories per month for six months
- Usage report

# Period of Performance

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

Equal Opportunity Employer

Farm Service Agency

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 TO #71 - Radio Actualities

#### Scope of Work

Widmeyer Communications will work with USDA to develop radio actualities for CREP states. Widmeyer will consult with USDA on topics for the pieces, write and produce spots, work with a producer and place the actualities on small- to mid-sized stations. In total, Widmeyer will pitch 50 actualities for FSA.

### Statement of Work

- In consultation with FSA, Widmeyer Communications will write radio actualities, and tailor scripts for each CREP state.
- Widmeyer will work with a producer to create 50 actualities.
- · Widmeyer will use state CREP partners and personnel whenever possible for soundbites.
- Widmeyer will work with a producer to pitch small- to mid-size radio stations in each state
  and place each actuality on at least five stations within the state.
- · Widmeyer will monitor all useage.
- · Widmeyer will produce a final report.

### **Deliverables**

- One model script for each actuality.
- · Final report.

### Period of Performance

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

An Equal Opportunity Employe

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Farm and Foreign Agricultural Services

TO #72 - Hay Now Coding & Programming

Farm Service Agency

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

# Scope of Work

Widmeyer Communications will code and program the Hay Now CD-Rom game.

# Statement of Work

- Widmeyer Communications will develop all programming for the Hay Now CD-Rom including animations and databases.
- Widmeyer will provide segments of the game on-line for beta testing, as they are developed.
- When the game is complete, Widmeyer will provide a CD-Rom for complete beta testing.
- FSA will have one week (five business days) for testing the final CD-Rom.
- Upon testing and final FSA approval, Widmeyer will deliver a final version of Hay Now to FSA.

# **Deliverables**

- On-line segments for beta testing.
- · Beta version of Hay Now
- · Final version of Hay Now

### **Period of Performance**

Work is to begin immediately as Hay Now artwork develops and will be completed over a course of six weeks, or by Dec. 23, 2002.

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Farm Service Agency

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Farm and Foreign Agricultural Services

Farm Service

1400 Indeper Ave, SW Stop 0506 Washington, DC 20250-0506 TO #73 - Hay Now Sound, Web & 508

# Scope of Work

Widmeyer Communications will work with professional talent and sound engineers to record and incorporate character voices and sound effects in Hay Now. Widmeyer will produce an alternative version of Hay Now that meets all 508 requirements. Widmeyer will also minimize file size for an internet version of the game.

### Statement of Work

- Working with FSA, Widmeyer will select voice talent for the game.
- Widmeyer will rent studio space and tape character voices.
- Widmeyer will work with sound engineers to finish audio for the game.
- Widmeyer will produce a 508 version of the game.
- Widmeyer will provide USDA with all source code and other information necessary for hosting Hay Now on the USDA Web site.

#### **Deliverables**

- Recording session
- Final Hay Now audio
- Hay Now 508
- Hay Now internet files and source codes

### Period of Performance

Work is to concur with Hay Now production as artwork and programming develop and will be completed by Dec. 31, 2002.

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Farm and Foreign Agricultural Services Task Order 74 - Hay Now Artwork

# Scope of Work

Farm Service Agency Widmeyer Communications will produce electronic artwork for the Hay Now CD-Rom game.

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

### Statement of Work

- In consultation with FSA, Widmeyer Communications will finalize the Hay Now script with technical specifications.
- In consultation with FSA, Widmeyer Communications will produce all artwork associated with the Hay Now game.
- · Widmeyer will submit color copies of key images for FSA approval.
- Artwork will include all characters, animation instructions, scenes, etc.
- Artwork will be converted into electronic files for use on the CD-ROMs, internet versions, or for any other purposes (promotional, etc.).

### Deliverables

· Electronic files containing all Hay Now art.

#### Period of Performance

 Work is to begin immediately upon issuance of this task order and will be completed by November 25, 2002.

An Equal Opportunity Employer

Farm Service Agency

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Farm and Foreign Agricultural Services

Task Order 75 - Hay Now Packaging and Duplication

Farm Service Agency

Scope of Work

Widmeyer Communications will create packaging and oversee duplication of the Hay Now CD-ROM game.

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

# Statement of Work

- Widmeyer will design packaging for the CD-ROM based on the design developed for the beta version of the CD-ROM.
- The packaging will be cardboard, "wallet-style," and will include instructions for play of the game and for use of the CD-ROM.

### **Deliverables**

- One Master CD and one Master CD Back-up
- Explanation of source code.
- 3,000 completed duplicate CD's in "wallet-style" packaging.

# **Period of Performance**

Work is to begin immediately as Hay Now artwork develops and will be completed within four weeks, or by December 31, 2002.

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Farm and Foreign Agricultural Services

Task Order 76 - FSA Poster Art

Farm Service Agency Scope of Work

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 Widmeyer Communications will create a four-color FSA poster based on the FSA informational brochure in both a horizontal and vertical orientation.

# Statement of Work

- Widmeyer will design the poster based on the new FSA brochure.
- > Widmeyer will provide USDA one (1) mock-up of the poster in horizontal orientation and one (1) mock-up of the poster in vertical format.
- Widmeyer allow for one (1) round of edits.
- > Widmeyer will provide materials and forms necessary for GPO printing.

#### **Deliverables**

> Camera-ready poster in vertical and horizontal orientation on diskette in USDA's preferred format

# **Period of Performance**

> Work is to commence immediately upon approval of the task order and will be completed within 45 days.

An Equal Opportunity Employer

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Farm and Foreign Agricultural Services

Farm Service Agency

1400 Independence Ave, SW Stop 0506 Washington, DC 20250-0506 TO #77 - Radio Actualities

# Scope of Work

Widmeyer Communications will work with USDA to develop radio actualities for all states. Widmeyer will consult with USDA on topics for the pieces, write and produce spots, work with a producer and place the actualities on small- to mid-sized stations. In total, Widmeyer will pitch 51 actualities for FSA.

### Statement of Work

- In consultation with FSA, Widmeyer Communications will write radio actualities, and tailor scripts for each state. Widmeyer will also create one Spanish language actuality.
- Widmeyer will work with a producer to create 51 actualities.
- Widmeyer will use state CREP partners and personnel whenever possible for soundbites.
- Widmeyer will work with a producer to pitch small- to mid-size radio stations in each state
  and place each actuality on at least five stations within the state.
- Widmeyer will monitor all useage.
- Widmeyer will produce a final report that describes where actualities were aired.

### **Deliverables**

- · One model script for each actuality.
- 51 actualities
- · Final report.

### Period of Performance

Radio actualities will be recorded and placed by January 31, 2003. Final report will be delivered by February 15, 2003.

An Equal Opportunity Employer

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Task Order #78 - Poster

Farm and Foreign Agricultural Services

Scope of Work

Farm Service

Widmeyer Communications will create a four-color FSA poster encouraging producer sign-up for USDA programs.

Statement of Work

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

- Widmeyer will design a poster using text supplied by USDA.
- Widmeyer will provide USDA two (2) concepts for the poster.
- Widmeyer will produce one (1) mock-up based on the concept preferred by USDA.
- Widmeyer allow for one (1) round of edits.
- Widmeyer will provide materials and forms necessary for GPO printing.

# Deliverables

· Camera-ready poster on diskette in USDA's preferred format.

### **Period of Performance**

Work is to commence immediately upon approval of the task order and will be completed by January 15, 2003.

Farm Service Agency

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