

FOR AGENCY USE ONLY  
Sierra Nevada-2004

UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

PAGE 1 OF 4 REC OFF 9158 CONTRACT NUMBER GS-23F-0383K ORDER DATE 09-FEB-2004 SF-281 UNIT CODE FA 20 FUND CODE TR ORDER NUMBER 43-9158-4-3051 SUB 03

TYPE PURCHASE DELIVERY FORM 1099 Y TAXPAYER'S IDENT. NO. 94-3205791

TO:  
ONEWORLD COMMUNICATIONS, INC.  
2001 HARRISON STREET  
FFIS VID NUMBER:  
SAN FRANCISCO CA US 94110  
PHONE: 415-355-1935 EXT:  
FAX: 415-355-0295 EXT:  
EMAIL-ADDRESS

*mmlk*  
*Allen*  
*3/25/2004*  
*415*  
*355-1935*

SHIP TO

CONSIGNEE  
U.S. DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
Attn: Regional Office - Region 5, Kathy Clement  
1323 CLUB DRIVE  
VALLEJO CA 94592  
PHONE: 707-562-8957 EXT:  
FAX: 707-562-9050 EXT:

LINE ITEM	ACT CODE	DESCRIPTION	BUDGET OBJECT	ACC LINE	QUANTITY	UNIT ISSUE	UNIT PRICE	AMOUNT
VENDOR NOTES THIS PURCHASE ORDER WILL BE AMENDED FOR COMPLETION OF WORK THRU FEBRUARY 2004.								
DECEMBER 17, 2003 - SEE STATEMENT OF WORK.								
01		Sierra Nevada Framework, Media Relations Strategy, Action Plan Project. First invoice for Planning, Draft and expertise from vendor hours preparing work. See attached. Invoice Number: USFS:0041.4 - \$9,579.14 - SIN 738-8	2540	01	1.000	JB	\$9,579.1400	\$9,579.14
02		Amended December 16, 2003 NTE - \$51,900.00 - Statement of Work Attached.  Strategy Development and Management - Completed 1. Video Production: - NTE \$22,750.00 2. Written Products: - NTE \$19,000.00 3. Questions and Answers - NTE \$2,500.00 4. Regional Forester Letter to Employees - NTE \$750.00 5. Web Site - NTE \$3,000.00	2540	01	1.000	JB	\$51,900.0000	\$51,900.00

FOB POINT DISCOUNT AND/OR NET PAYMENT TERMS TYPE COMMODITY/PAYMENT  
DAYS DAYS DAYS NET 30 0

DESTINATION REQUIRED DELIVERY DATE 27-FEB-2004 SHIP VIA PER CONTRACT ESTIMATED FREIGHT Sub-Total TOTAL

ACC	A	B	C	D	E	DIST. %	AMOUNT
01		Override:	TR21		NFPN06	00	\$89,642.14

ISSUING OFFICE  
U.S. DEPARTMENT OF AGRICULTURE  
323 Club Drive

ORDERED BY ( NAME AND TITLE)  
Don Bandur  
Contracting Specialist

VALLEJO CA 94592  
PHONE: 707-562-8794 EXT:  
FAX: 707-562-9056 EXT:

PHONE: 707 562-8782 EXT:  
FAX: 707 562-9042 EXT:

PRINTED BY OPSSDKING

AUTHORIZED SIGNATURE

*Don Bandur*

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PURCHASE OR

Sierra Nevada-2004

PAGE	REC OFF	CONTRACT NUMBER	ORDER DATE	SF-281	UNIT CODE	FUND CODE	ORDER NUMBER	SUB
2 OF 4	9158	GS-23F-0383K	09-FEB-2004	FA	20	TR	43-9158-4-3051	03

TYPE PURCHASE DELIVERY	FORM 1099 Y	TAXPAYER'S IDENT. NO. 94-3205791
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LINE ITEM	ACT CODE	DESCRIPTION	BUDGET OBJECT	ACC LINE	QUANTITY	UNIT ISSUE	UNIT PRICE	AMOUNT
6.		Training - NTE \$1,200.00						
7.		Powerpoint Presentation - NTE \$2,700.00						
8.		Meetings to be determined and scheduled by the Forest Service approval.						
		January 1, 2004 Government Mileage Reimbursement will be 37.5 cents per mile. Also enclosed are Government Per Diem Rates. Meeting in Sacramento, CA to be announced.						
		15% Handling Fee - To Be Determined						
		All of the materials produced, printed and electronic are property of the USDA Forest Service, are not proprietary, and cannot be copyrighted.						
33		Amended January 27, 2004 - See Attached Statement of Work January 2, 2004 and cost - Line Item #2 Description changed and cost. Additional funds added to cover SOW. NTE \$60,000.00 including items in Line Item #2. **NOTE LINE ITEM NUMBER ONE HAS BEEN PAID** AN OF 1/27/2004 \$60,000.00 OBLIGATED.	2540	01	1.000	JB	\$8,100.0000	\$8,100.00

FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS	TYPE	Sub-Total
DESTINATION	DAYS DAYS DAYS	COMMODITY/PAYMENT	589,642.14
	NET 30	0	

REQUIRED DELIVERY DATE	SHIP VIA	ESTIMATED FREIGHT	TOTAL
27-FEB-2004	PER CONTRACT		589,642.14

ACCOUNTING CLASSIFICATION					DIST. %	AMOUNT
ACC	A	B	C	D	E	

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PAGE 3 OF 4	REC OFF 9158	CONTRACT NUMBER GS-23F-03B3K	ORDER DATE 09-FEB-2004	SF-281 FA	UNIT CODE 20	FUND CODE TR	ORDER NUMBER 43-9158-4-3051	SUB 03
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TYPE PURCHASE  
DELIVERY

FORM 1099  
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TAXPAYER'S IDENT. NO.  
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04		Amended 2/9/2004 - See attached SOW 1.) Approved roll-out tasks - NTE - \$9,963.00 2.) Approved additional training - NTE - \$8,641.00 3.) Additional Animation Revisions - NTE - \$1,460.00 (A dollar off)	2540	01	1.000	JB	\$20,063.0000	\$20,063.00

FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS	TYPE	Sub-Total
DESTINATION	DAYS DAYS DAYS	COMMODITY/ PAYMENT	\$89,642.14
REQUIRED DELIVERY DATE	SHIP VIA	ESTIMATED FREIGHT	TOTAL
27-FEB-2004	PER CONTRACT		\$89,642.14

ACCOUNTING CLASSIFICATION	DIST. %	AMOUNT					
ACC	A	B	C	D	E		

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PURCHASE OF

Sierra Nevada-2004

PAGE 1 OF 3	REC OFF 9158	CONTRACT NUMBER GS-23F-0383X	ORDER DATE 16-DEC-2003	SF-281 FA	UNIT CODE 20	FUND CODE TR	ORDER NUMBER 43-9158-4-3651	SUB 01
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TYPE PURCHASE DELIVERY	FORM 1099 Y	TAXPAYER'S IDENT. NO. 94-3205791
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FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS	TYPE	Sub-Total
DESTINATION	DAYS DAYS DAYS	COMMODITY/PAYMENT	\$61,479.14
REQUIRED DELIVERY DATE	SHIP VIA	ESTIMATED FREIGHT	TOTAL
27-FEB-2004	PER CONTRACT		\$61,479.14

ACC	A	B	C	D	E	DIST. %	AMOUNT
01		Override:	TR21		NFPN06	00	\$61,479.14

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U.S. DEPARTMENT OF AGRICULTURE  
1323 Club Drive

VALLEJO CA 94592  
PHONE: 707-562-8794 EXT:  
FAX: 707-562-9056 EXT:

PRINTED BY OPS5DKING

ORDERED BY ( NAME AND TITLE)  
Don Bandur  
Contracting Specialist

PHONE: 707 562-8782 EXT:  
FAX: 707 562-9042 EXT:

AUTHORIZED SIGNATURE *Donald H. Bandur*

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PURCHASE ORDER

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PAGE 2 OF 3	REC OFF 9158	CONTRACT NUMBER GS-23F-0383K	ORDER DATE 16-DEC-2003	SF-281 FA	UNIT CODE 20	FUND CODE TR	ORDER NUMBER 43-9158-4-3051	SUB 01
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TYPE PURCHASE DELIVERY	FORM 1099 Y	TAXPAYER'S IDENT. NO. 94-3205791
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Attn: Regional Office - Region 5, Kathy Clement  
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7.		Powerpoint Presentation - NTE \$2,700.00						
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FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS	TYPE	Sub-Total	561,479.14
DESTINATION	DAYS DAYS DAYS NET	COMMODITY/ PAYMENT		
REQUIRED DELIVERY DATE	SHIP VIA	ESTIMATED FREIGHT	TOTAL	561,479.14
27-FEB-2004	PER CONTRACT			

ACCOUNTING CLASSIFICATION					DIST. %	AMOUNT
ACC	A	B	C	D	E	

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AUTHORIZED SIGNATURE

*Don Bandur*

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## Statement of Work For Sierra Nevada Framework Media Relations Strategy and Action Plan

### Scope:

Sierra Nevada Forest Plan Amendment (SNFPA) Supplemental Final Environmental Impact Statement (FSEIS) and Record of Decision (ROD). These are scheduled to be released on November 21, 2003. This FSEIS and ROD amends the Land and Resource Management Plans for 11 National Forests in the Sierra Nevada Bioregion and encompasses approximately 11 million acres of public land. This decision was preceded by more than 10 years of regional planning efforts aimed at managing species and ecosystems of the Sierra Nevada Bioregion while reducing the wildfire threat to human communities, ecosystems and natural resources. Of more recent note is the report, "Sierra Nevada Forest Plan Amendment – Management Review and Recommendations" (March 2003) which set the stage for this subsequent NEPA analysis and the Draft Supplemental EIS (DSEIS, June 2003). A generally negative, distrustful tone has been established in the media and by some persuasive stakeholders following the release of these two documents.

Some of this information lacks context and scope and/or is a misrepresentation of the facts. Interest in this project is high, both nationally and locally. Stakeholders are highly polarized. Perceptions of risk and uncertainty drive the disagreements rather than technical or scientific data and information.

**Project Objective:** Create a favorable public atmosphere for the decision by presenting early and accurate messages and quick and direct responses to those who oppose the decision.

### Products:

- 1) A marketing strategy and action plan which identifies the activities (and their objectives) to be undertaken with the media and stakeholders.
- 2) An information packet (exclusive of printing) containing key facts and messages, with an emphasis on visuals or other tools that helps to convey this information.
- 3) List of key audiences and activity-specific interactions.
- 4) Executive summary of FEIS/ROD
- 5) News Release
- 6) Organize briefings, meetings, or other events identified in the marketing action plan.

Parameters:

- 1) Work would be conducted between October 15, 2003 and November 28, 2003.
- 2) Work would be conducted in collaboration with the Interdisciplinary Team (IDT), IDT Team Leader and approved by the Program Manager.
- 3) Coordinate with R5 PAC staff to organize and facilitate briefings by Regional Forester and Project Manager for Forest Service, Department of Agriculture and other federal and state agencies in California and Washington D.C. Coordinate with R5 PAC staff to organize and facilitate news conferences, editorial board meetings or other events as appropriate to implement communication plan. Coordinate with Regional Office PAC staff to post appropriate information on the R5 SNFPA website.
- 4) Coordinate with R5 Tribal Relations Program Manager to consult with affected tribes.
- 5) Work must be completed (allowing time for any printing) by the scheduled release date.
- 6) On-site work in Vallejo or Sacramento will be necessary for a portion of the contract work.

**Evaluation Criteria:**

The Government will award the contract to the offeror whose offer represents the best value to the Government on the basis of: (1) the merits (price) of the offer; and (2) offeror's capability.

Capability: The Government will evaluate a firm's capability from narrative response(s) to the following criteria:

1. Organizational Experience – Provide information on organizational experience on the basis of its breadth, its depth and its relevance to the work that will be required under the prospective contract. Not to exceed one page.
2. Key Personnel – Provide a description of the experience and capability for each of the key personnel on your proposed project team. Descriptions shall address such items as the individual's background, education, work experience, and accomplishments. Not to exceed one page.
3. Recent Experience – Provide past performance of three relevant jobs within the last twelve months. Note, if you have been involved in only one project within the last twelve months, elaborate on it.

For each project, provide the following information (not to exceed one page per project):

- Briefly describe the project
- Provide dates of performance
- Indicate whether you were the prime or subcontractor
- Award amount of contract and if completed, the final amount
- Reference: Name of the firm or owner, name of the point of contact, address and phone number



UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

THIS NUMBER MUST APPEAR ON ALL  
INVOICES, PACKAGES,

PAGE 1 OF 1	CONTRACT NUMBER	ORDER DATE 10-DEC-2003	ORDER NUMBER 43-9188-4-3051	SUB
TYPE PURCHASE PURCHASE ORDER	VENDOR IDENTIFICATION NUMBER	FORM 1099 Y	TAXPAYER'S IDENT. NO. 94-3205791	

TO:  
ONEWORLD COMMUNICATIONS, INC.  
2001 HARRISON STREET  
SAN FRANCISCO CA US 94110

SHIP  
TO

CONSIGNEE  
U.S. DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
Attn: Regional Office - Region 5, Kathy Clement  
1323 CLUB DRIVE  
VALLEJO CA 94592  
PHONE: 707-562-8957 EXT:  
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LINE ITEM	ACT CODE	DESCRIPTION	QUANTITY	UNIT ISSUE	UNIT PRICE	AMOUNT
01		<p><b>VENDOR NOTES:</b> THIS PURCHASE ORDER WILL BE AMENDED FOR COMPLETION OF WORK THRU FEBRUARY 2004.</p> <p>Sierra Nevada Framework, Media Relations Strategy, Avtion Plan Project. First invoice for Planning, Draft and expertise from vendor hours preparing work. See attached. Invoice Number: USFS:0041.4 - \$9,579.14 - SIN 738-8</p>	1.000	JB	\$9,579.1400	\$9,579.

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

FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS DAYS      DAYS      DAYS	NET 30	<b>TOTAL</b> →	\$9,579.
DESTINATION	SHIP VIA PER CONTRACT			
REQUIRED DELIVERY DATE 30-JAN-2004				

**DO NOT  
SHIP ORDER TO  
THIS ADDRESS  
(Ship to Consignee  
Address Above)**

**BILLING INSTRUCTIONS:**  
No Billing Will Be Submitted In Advance Of Shipment.  
Furnish Invoice With Our ORDER NUMBER: **43-9188-4-3051**  
and your VENDOR IDENTIFICATION NUMBER:  
VID **943205791 A** to:  
U.S. DEPARTMENT OF AGRICULTURE  
FOREST SERVICE  
Attn: Acquisition Management, Deborah DeVaul  
1323 CLUB DRIVE  
VALLEJO CA 94592  
PHONE: 707-562-8784 EXT:  
FAX: 707-562-9056 EXT:

FAILURE TO SHOW OUR PURCHASE ORDER NUMBER  
(**43-9188-4-3051**) AND YOUR VENDOR IDENTIFICATION  
NUMBER (VID **943205791 A**) WILL DELAY PAYMENT.  
FREIGHT CHARGE OVER \$100 REQUIRES BILL OF LADING.  
IF AVAILABLE, INCLUDE YOUR TAXPAYER IDENTIFICATION  
NUMBER ON EACH INVOICE.

<p><b>ISSUING OFFICE</b> U.S. DEPARTMENT OF AGRICULTURE 1323 Club Drive VALLEJO CA 94592 PHONE: 707-562-8794 EXT: FAX: 707-562-9056 EXT:</p>	<p>ORDERED BY (NAME AND TITLE) Deborah DeVaul Contracting Officer PHONE: 707-562-8784 EXT: FAX: 707-562-9056 EXT:</p>
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PURCHASE ORDER

Sierra Nevada-2004

PAGE	REC OFF	CONTRACT NUMBER	ORDER DATE	SF-281	UNIT CODE	FUND CODE	ORDER NUMBER	SUB
1 OF 2	9188		10-DEC-2003	FA	20	TR	43-9188-4-3051	

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FOB POINT	DISCOUNT AND/OR NET PAYMENT TERMS	NET	TYPE COMMODITY/PAYMENT	Sub-Total	\$9,579.
DESTINATION	DAYS DAYS DAYS	30	▶ 0		
REQUIRED DELIVERY DATE	SHIP VIA	ESTIMATED FREIGHT	TOTAL	\$9,579.	
30-JAN-2004	PER CONTRACT				

ACCOUNTING CLASSIFICATION						DIST. %	AMOUNT
ACC	A	B	C	D	E		
01		Override:	TR21		NFPN06	00	\$9,579.

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Contracting Officer

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AUTHORIZED SIGNATURE *Deborah DeVaul*