

**FOR AGENCY USE ONLY**

**UNITED STATES DEPARTMENT OF AGRICULTURE**

**PURCHASE ORDER**

1 FISCAL NO. 1 OF 1	2 RECEIVING OFFICE NO. 3AEU	3 CONTRACT NUMBER OPEN MARKET	4 ORDER DATE 08/30/04	5 SFY DA	6 UNIT CODE	7 PLANT CODE WI	8 ORDER NUMBER 10-3K06-4-3651	9 SUB. 00
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10 TYPE PURCHASE (Check one)  
 PURCHASE ORDER  
 DELIVERY ORDER

10 TO (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
**RED COMMUNICATIONS INC.**  
 144 MEADOWGLEN CIRCLE  
 VID # 752906765A  
 CORPELL, TX 75010  
 (402) 289-2085

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
**SHIP TO >**  
 USDA-NASS-RR, 5007-53  
 ATTN: SIERRA NOLAN  
 1400 INDEPENDENCE AVE., S.W.  
 WASHINGTON, DC 20260

12 LINE NO.	13 QUANT. RECD.	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC. LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT	21 COMM.
01		SEPTEMBER LIVE SHOW PRODUCTION PROMOTION - 9/17/2004	2618	01	1	EA	11250.000	11250	00
02		SEPTEMBER LIVE SHOW PRODUCTION PROMOTION - 9/20/04	2618	01	1	EA	11250.000	11250	00
		AS PER THE ATTACHED STATEMENT OF WORK.							

22 THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 2636(f)  
 23 F.O.B. POINT

22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	25 TYPE COMMODITY/PAYMENT CODE > 0	26 Sub-Total >	25
23 DELIVER TO F.O.B. POINT OF OR BEFORE (Date) 09/30/2004	24 SHIP VIA	28 ESTIMATED FREIGHT	27
		TOTAL >	22500 00

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

30 A 48009	30 B 904	30 C 10	30 D 5	30 E 3	30 F 4	30 G 1	30 H 4	30 I 1	30 J 2	30 K 2	30 L AMOUNT
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I certify that copies of all services annotated above have been received, inspected and accepted as complying with this order.

31a SIGNED BY (Name and Title)  
**KATHY NEWTON**  
 CONTRACTING OFFICER

31b COMMERCIAL PHONE (Area Code and Number)  
 (202) 720-7478

31c FTS PHONE NO.

31d APPROVED SIGNATURE  
*Kathy Newton*

## Statement of Work - RFD-TV

**Objective:** To Promote the importance of the NASS/ERS Agricultural Resource Management Survey (ARMS) to the Farm community with a live call in program in prime time to increase the reach and frequency of NASS's outreach efforts from September 2004 through February 2005.

**Deliverables:** The key deliverables are production and hosting of live interview show, production of two 30-second Public Service Announcements, and promotion of live show including an RFD-TV Magazine article.

### 1. RFD-TV Live Production and airing

- RFD shall air twenty 30-second promo spots to promote viewership for September broadcast
- RFD shall provide studio, production crew and host Max Armstrong or Orion Samuelson (if available) or another host to be mutually agreed
- RFD will broadcast and tape Live 60 minute program including live viewer phone calls from Nashville, TN at NorthStar Studios on September 20, 2004 at 8:00 PM eastern time.
- Program shall receive 4 additional airings for a total of 5 airings in prime time across US time zones.
- RFD shall provide NASS with 50 VHS copies of the program

### 2. Public Service Announcements (PSA's) Production and airing

- Following the live program, RFD shall produce and record two 30-Second PSA's about the Agricultural Resource Management Survey (ARMS)
- NASS shall provide the scripts, any video inserts, any guests or presenters
- Any post production shall be done by NASS or by RFD for a separate fee.
- RFD shall air the two PSA's in rotation during January and February a total of 40 times over a 4 week period leading up to the February repeat of the program.

### 3. February 2005 Repeat of Program (or optional new live show)

- RFD shall air twenty 30-second promo spots to promote viewership for February broadcast
- RFD shall repeat the September program in February 2005 to encourage farmers to participate in the survey
- NASS shall have the option for a new live show in lieu of the February re-broadcast for an additional fee of \$10,000.
- Show will have 5 airings in February to cover prime time across US time zones.

### 4. RFD-TV The Magazine Article - Jan/Feb 2005 Issue

- RFD shall include a one-page feature article on the Agricultural Resource Management Survey (ARMS) in the Jan/Feb issue of the magazine if NASS provides the editorial and photos no later than November 25, 2004