

9 TYPE PURCHASE (Check One)  PURCHASE ORDER  DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)  
 SOUTHEAST AGNET RADIO NETWORK  
 P.O. BOX 130  
 VID# 593258034 A  
 Kenansville, FL 34739  
 (407) 436-1909

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance  
 USDA-NASS-FL SSO  
 ATTN: JOAN COOPER  
 P.O. BOX 530105  
 ORLANDO, FL 32853-0105

12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		RADIO CAMPAIGN TO PROMOTE USDA/NASS PROGRAMS IN FLORIDA, ALABAMA AND GEORGIA FOR THE PERIOD JULY 1, 2004 THROUGH JUNE 30, 2005 WITH 4 ADDITIONAL OPTION YEARS AS STATED BELOW AND AS PER THE ATTACHED STATEMENT OF WORK.  OPTION YEAR 1 - JULY 1, 2005 - JUNE 30, 2006 - \$54,000.00 OPTION YEAR 2 - JULY 1, 2006 - JUNE 30, 2007 - \$54,000.00 OPTION YEAR 3 - JULY 1, 2007 - JUNE 30, 2008 - \$54,000.00 OPTION YEAR 4 - JULY 1, 2008 - JUNE 30, 2009 - \$54,000.00  COR: MR. JOHN WITZIG COOR: MS. JOAN COOPER  NOTE: PLEASE BILL CONSIGNEE ADDRESS AS SHOWN ABOVE.	2546	1	1	YR	54,000.00	54,000.00

20a ITDS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252cX

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) 06/30/2005	24 SHIP VIA	26 ESTIMATED FREIGHT	27 TOTAL
			54,000.00
			54,000.00

28 AGG INF 40126298	29 ACCOUNTING CLASSIFICATION A B C D E 6 10 3 4 1 1 2	30 DISTRIBUTION 2	31 AMOUNT
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31a ISSUING OFFICE NAME AND ADDRESS  
 USDA-ARS-AFM-APD-APB  
 LINDA FISCHER - SUITE 500C  
 1280 MARYLAND AVENUE, S.W.  
 WASHINGTON, D.C. 20250

31b ORDERED BY (Name and Title)  
 LINDA M. FISCHER - CONTRACTING OFFICER  
 31c COMMERCIAL PHONE (Area Code and Number)  
 (202) 720-7684  
 31d FTS PHONE NO.  
 31e AUTHORIZED SIGNATURE  
*Linda M. Fischer*

U. S. Department of Agriculture  
National Agricultural Statistics Service  
May 2004

Statement of Work

Agreement between the Department of Agriculture,  
National Agricultural Statistics Service and Southeast AgNet  
for  
Development and Implementation of a 3-State Region Publicity  
Campaign

The National Agricultural Statistics Service (NASS) seeks to enter an agreement with Southeast AgNet to design and implement a 3-State region publicity campaign to promote specific USDA Ag Statistics program activities. This will involve a series of repetitive announcements and educational features targeting Southeast farmers, growers, and ranchers. The campaign should include 30-second and 60-second network announcements and billboard announcements within Florida, Georgia, and Alabama. The announcements will air between May 2004 and April 2005.

I. **Background - About National Agricultural Statistics Service**

The National Agricultural Statistics Service (NASS) is the primary collector of U. S. agricultural data and publishes official statistics as authorized by the United States Department of Agriculture (USDA). NASS serves the basic agricultural and rural data needs of the country with accurate, timely, and unbiased statistical information and services to the public. The primary sources of data for NASS reports are information provided by farmers, ranchers, and agribusinesses. NASS relies on the voluntary cooperation of respondents to report data. Data reported by respondents are confidential and protected from disclosure by federal statute.

NASS has 46 field offices (called State Statistical Offices (SSOs), each headed by a State Statistician), servicing all 50 states and Puerto Rico. Data collection is conducted by mailout and mail back of report forms.

*NASS has two primary target audiences for Publicity efforts:*

• **Data Providers**

Much of our current publicity and promotion work is directed toward data providers. Almost all of the information that NASS publishes is generated from reports or data collected from individual agricultural producers or agribusinesses. Without accurate and reasonably high cooperation rates on the surveys, the quality of the reports cannot be maintained. With the exception of the Census of Agriculture which is mandated by law, data collection of NASS survey reports is voluntary.

## **- Data Users**

Data users include a wide variety of people and organizations. These may include government and academia, agricultural communicators (print, broadcast, and television), agricultural analysis, agricultural producer groups (e.g., the Farm Bureau, the Corn Growers Association, National Pork Producers Council, etc.), and agribusinesses who supply, buy from or support agricultural production. Data users may need basic facts about U.S. agriculture or they may need detailed information to use in further analysis. Agricultural statistics may be obtained in a variety of ways. The largest proportion of data is provided either via our website or by email through the Internet. Hard copies of reports can also be obtained.

## **II. Purpose and Goals of the Campaign**

NASS has conducted research which gives some insight into the need for a publicity campaign in the Southeast region of the U.S. Information collected from both respondents and non-respondents during the census of agriculture showed that respondents were more likely to know what the survey was and what we do than non-respondents. In addition, a number of focus groups conducted around the country also showed that producers were more likely to respond to a survey when they understood how the data might be used and perceived this to be positive. Research shows that NASS may achieve better cooperation from respondents if they have a higher awareness of our organization.

The purpose of the campaign is to increase awareness of NASS surveys and how they positively impact agricultural producers.

The chief goals of the 3-State region publicity campaign are:

1. To convince farmers and ranchers to respond to surveys conducted by NASS/USDA.
2. To raise the level of name recognition of NASS and create positive associations with the data it collects and disseminates.

## **III. Deliverables**

A 3-State region publicity campaign of NASS activities to include a minimum of 200, (combination of 30-second and 60-second) network announcements for 12 months which equals approximately 12,200 individual radio station announcements to air within all affiliates in Florida, Georgia, and Alabama between May 2004 and April 2005.

**A word about ownership and confidentiality.** NASS will retain the copyright of any published work, including original photography and illustration, if any. All information received by you in the course of working with NASS is considered confidential and remains the property of NASS.