

RUSH

PROCUREMENT REQUEST INSTRUCTIONS: Agencies must provide entries in unshaded areas. See reverse.	TO: (Procurement Office) USDA-NRCS-NHQASD-ADS PO Box 2890, Room 5220-S Washington, D.C. 20013	1. REQUESTING OFFICE USDA-NRCS-NHQASD-ADS 1400 Independence Ave, SW Room 5220-S Washington, D.C. 20250-1600
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2 LEADING OFFICE NO.	3 CONTRACT NUMBER (IF APPLICABLE)	4 ORDER DATE	5	6 UNIT CODE	7 FUND CODE	8 PURCHASE/DELIVERY ORDER NUMBER	9 SUB	1A. PROCUREMENT REQUEST NO. DDC-CCS-04-45
								1B. DATE 20-May-04

CHECK ONE	10. TO: (Seller)	11. SHIP TO: (Consignee and Destination)
<input type="checkbox"/> Purchase Order <input type="checkbox"/> Delivery Order		12th & C Streets, SW Court 4, Room 0105-S Washington, DC 20250-2890
		<input type="checkbox"/> INSIDE DELIVERY REQUESTED

12 LINE ITEM	13 ACT. CODE	14 DESCRIPTION	15 BUDGET OBJEC	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
1		Renewal of National Farmbroadcasters Service, including interviews, editing interviews and distribution of conservation stories. (STATEMENT OF WORK ATTACHED) <i>For additional information, please contact:</i> <u>Terry Bish/Mary Cressel</u> <u>202-720-3210</u> TECHNICAL CONTACT TELEPHONE NO.			1	yr	\$13,533	\$13,533

21. FOB POINT D	22. DISCOUNT TERMS	Sub-Total = \$13,533.00
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23. REQUIRED DELIVERY (Do not use ASAP)	23A. NEGOTIATED DELIVERY	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL = \$13,533.00
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28 ACC. LINE	29. ACCOUNTING CLASSIFICATION					30 DISTRIBUTION	AMOUNT
	A	B	C	D	E		
	5	10	5 3	4	1 4 1 2		

RECOMMENDED SOURCE(S) (If necessary, use attachment) National Association of Farm Broadcasters P.O. Box Platte City, MO 64079 816-431-4032	I certify that the above items are necessary for use in the public service. TITLE Terry Bish, Director, CCS SIGNATURE OF AUTHORIZED REPRESENTATIVE
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The National Farm Broadcast Service (NFBS) is a member service of the National Association of Farm Broadcasters (NAFB). It is an Internet-based rural, agricultural and food-related news delivery service that reaches all members of NAFB - all of whom, by virtue of their membership, have a documented commitment to reaching and communicating with U.S. agricultural producers. 101 broadcast-entities - including 37 broadcast networks - are NAFB members. These broadcast entities serve roughly 2,000 radio stations coast-to-coast with agricultural programming.

NFBS will provide production services and distribution to NAFB members of audio messages and news releases targeted for agricultural producers through broadcast entities that provide agricultural related news to rural America.

NFBS will provide the following services to the Natural Resources Conservation Service (NRCS) beginning on June 15th, 2004, through September 30th, 2004 at a total cost of \$13,232.00

Conduct interviews with NRCS personnel as designated by NRCS.

Edit those interviews into audio soundbites useable by farm broadcasters.

Write audio press releases to complement and amplify the audio soundbites.

Submit completed audio press releases and sound bites to a designated Conservation Communications Staff for approval.

Distribute completed audio press releases with soundbites through NFBS.

Furnish Conservation Communications Staff with a monthly report detailing which farm broadcast entities downloaded and utilized the audio press releases from NFBS.

Rate at which services are to be completed: 1 per week.

-Total audio press releases to be created and distributed during specified time frame: 16--

-Total usage reports to be completed and furnished to NRCS during specified time frame: 16

-Total cost per audio release/usage report: \$827.00

FY 2005 service renewal would be at the same total cost. NFBS would reduce cost per audio press release to encourage repeat business.