

2010 Explanatory Notes  
Office of Communications  
Table of Contents

Purpose Statement .....	7-1
Statement of Available Funds and Staff Years .....	7-2
Permanent Positions by Grade and Staff Year.....	7-3
Salaries and Expenses:	
Appropriation Language.....	7-4
Lead-off Tabular Statement .....	7-4
Project Statement.....	7-4
Justifications.....	7-5
Geographic Breakdown of Obligations and Staff Years .....	7-5
Classification by Objects.....	7-6
Status of Program.....	7g-1
Summary of Budget and Performance:	
Statement of Goals and Objectives.....	7-7
Key Performance Outcomes and Measures.....	7-8
Full Cost by Strategic Objective .....	7-9

## OFFICE OF COMMUNICATIONS

## Purpose Statement

The Office of Communications (OC) was established on June 7, 1913, when the Secretary of Agriculture established an Office of Information. The purpose of this office was to act as a news service to communicate possible recommendations of USDA scientists and specialists to the widest audience possible. Section 7 CFR Subtitle A delegates authority for public affairs activities from the Secretary to the Director of OC. The activities of OC have expanded as new technology has become available and as additional segments of the public have become constituents. The basic purpose, however, remains constant to communicate to the public the programs and policies of the Department.

The mission of OC is to provide leadership, expertise, counsel, and coordination for the development of communication strategies, which are vital to the overall formation, awareness and acceptance of USDA programs and policies. OC serves as the principal USDA contact point for dissemination of consistent, timely information to the public.

OC is located in Washington, D. C. As of September 30, 2008, there were 77 full-time permanent employees.

Location	Full-time Permanent
Washington, D.C.	
OC Direct	69
OC WCF	<u>8</u>
Total	<u>77</u>

OC did not have any Office of Inspector General or Government Accountability Office evaluation reports during the past year.

## OFFICE OF COMMUNICATIONS

Available Funds and Staff Years  
2008 Actual and Estimated 2009 and 2010

Item	<u>Actual 2008</u>		<u>Estimated 2009</u>		<u>Estimated 2010</u>	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Direct Appropriation.....	\$9,338,000	69	9,514,000	70	\$9,922,000	70
Rescission.....	-65,366	--	--	--	--	--
Total, Agriculture Appropriations.....	9,272,634	69	9,514,000	70	9,922,000	70
<u>Obligations Under Other USDA Appropriations:</u>						
Agency Photography Services.....	134,720	--	162,900	--	199,100	--
Total, Appropriated and Reimbursement.....	9,407,354	69	9,676,900	70	10,121,100	70
<u>Working Capital Fund a/:</u>						
Video, Teleconference, & Visual Design.....	8,172,767	19	8,021,000	28	8,610,000	28
Total, Agriculture Appropriations.....	17,580,121	88	17,697,900	98	18,731,100	98
<u>Non-Federal Funds:</u>						
Sale of Photos.....	151,186	--	9,000	--	10,000	--
Total, Office of Communications.....	17,731,307	88	17,706,900	98	18,741,100	98

a/ This section only includes WCF activities managed by OC. Please refer to the WCF Explanatory Notes for more details about the WCF.

## OFFICE OF COMMUNICATIONS

## Permanent Positions By Grade and Staff Year Summary

2008 Actual and Estimated 2009 and 2010

Grade	2008	2009	2010
	Washington, D.C.	Washington, D.C.	Washington, D.C.
ES.....	1	2	2
GS-15.....	16	16	16
GS-14.....	11	11	11
GS-13.....	11	12	12
GS-12.....	11	11	11
GS-11.....	5	5	5
GS-10.....	1	1	1
GS-9.....	7	7	7
GS-7.....	3	3	3
GS-4.....	2	0	0
Ungraded Positions.....	2	2	2
Total Permanent Positions.....	70	70	70
Unfilled Positions end-of-year.....	-1	--	--
Total, Permanent Full -Time Employment, end-year.....	69	70	70
Staff Year Estimate.....	69	70	70

Note: Positions shown are appropriated and reimbursed only. For WCF financed positions, refer to the WCF Explanatory Notes for more details.

## OFFICE OF COMMUNICATIONS

Appropriation Language

For necessary expenses of the Office of Communications, [\$9,514,000] \$9,922,000.

Lead-off Tabular Statement

Appropriations Act, 2009 .....	\$9,514,000
Budget Estimate, 2010 .....	<u>9,922,000</u>
Increase in Appropriation .....	<u>+408,000</u>

Summary of Increases and Decreases

(On basis of appropriation)

Item of Change	2009 <u>Estimated</u>	<u>Pay Costs</u>	<u>Program Changes</u>	2010 <u>Estimated</u>
Office of Communications.....	\$9,514,000	\$208,000	\$200,000	\$9,922,000

Project Statement

(On basis of appropriation)

	<u>2008 Actual</u>		<u>2009 Estimated</u>		<u>Increase or Decrease</u>	<u>2010 Estimated</u>	
	<u>Amount</u>	<u>Staff Years</u>	<u>Amount</u>	<u>Staff Years</u>		<u>Amount</u>	<u>Staff Years</u>
Office of Communications...	\$9,197,929	69	\$9,514,000	70	+\$408,000	\$9,922,000	70
Unobligated Balance.....	74,705	--	--	--	--	--	--
Total Available or Estimate.....	9,272,634	69	9,514,000	70	+408,000	9,922,000	70
Rescission.....	65,366	--	--	--			
Total, Appropriation.....	<u>9,338,000</u>	<u>69</u>	<u>9,514,000</u>	<u>70</u>			

Justification of Increases and Decreases

(1) An increase of \$408,000 for the Office of Communications (OC) consisting of:

(a) An increase of \$208,000 to fund increased pay costs.

Approximately 90 percent of the OC's budget is needed to pay salaries, employee benefits and mandated central charges, leaving essentially no flexibility to cover additional pay costs. This increase is needed to maintain the current level of staffing to ensure OC provides leadership, expertise, counsel, and coordination for the development of communications strategies, which are vital to the overall formation, awareness and acceptance of USDA programs and policies. Without funds to cover the pay increase, OC would need to reduce staffing.

(b) An increase of \$200,000 to fund IT system upgrades and expand service offerings.

This increase will allow OC to fund IT system upgrades necessary to maintain the ability to make radio, video and other products accessible via the Internet, as well as, expand service offerings for the public to include services such as Pod-casting and Really Simple Syndication (RSS) by OC. These new services will allow USDA information to be more readily available to a broader audience.

Geographic Breakdown of Obligations and Staff Years  
2008 Actual and Estimated 2009 and 2010

	<u>2008</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2009</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2010</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>
District of Columbia.....	\$9,197,929	69	\$9,514,000	70	\$9,922,000	70
Unobligated balance.....	74,705	--		--	--	--
Total, Available or Estimate.....	9,272,634	69	9,514,000	70	9,922,000	70

## OFFICE OF COMMUNICATIONS

Classification By Objects  
2008 Actual and Estimated 2009 and 2010

	<u>2008</u>	<u>2009</u>	<u>2010</u>
Personnel Compensation:			
Washington, D.C.....	\$6,770,047	\$6,619,000	\$7,211,000
11 Total personnel compensation.....	6,770,047	6,619,000	7,211,000
12 Personnel benefits.....	1,440,214	1,514,000	1,588,000
Total pers. comp. & benefits.....	8,210,261	8,133,000	8,799,000
Other Objects:			
21 Travel and transportation of persons.....	55,349	55,000	53,000
22 Transportation of things.....	120	2,000	2,000
23.3 Communications, utilities, and misc. charges.....	272,280	298,000	293,000
24 Printing and reproduction.....	27,751	41,000	23,000
25.2 Other services.....	412,094	571,000	505,000
25.3 Purchases of goods and services from Government Accounts.....	139,617	296,000	186,000
26 Supplies and materials.....	80,377	84,000	36,000
31 Equipment.....	0	34,000	25,000
43 Interest.....	80	0	0
Total other objects.....	987,668	1,381,000	1,123,000
Total direct obligations.....	9,197,929	9,514,000	9,922,000
<u>Position Data:</u>			
Average Salary, ES positions.....	\$162,000	\$155,500	\$159,699
Average Salary, GS positions.....	91,139	90,512	99,024
Average Grade, GS positions.....	13.6	12.2	12.3

## OFFICE OF COMMUNICATIONS

### STATUS OF PROGRAM

The Office of Communications (OC) delivers information about U.S. Department of Agriculture (USDA) programs and policies to the American people. To achieve that objective, OC reports through various media and often directly to farmers, consumers, environmentalists, the business community and other interest groups regarding the Department's programs, policies, and activities. The success of the Department's initiatives is aided by the effectiveness of communication and public education campaigns. OC has also taken on an increasingly important role in coordinating the Department's communications during emergencies or other incidents that potentially affect segments of the public or industry.

In order to provide the highest level of support to the Secretary and the Department's agencies, OC reorganized in November 2008, into the following major program areas that deliver the activities under this appropriation. The Assistant Director for Public Affairs oversees the following areas: Editorial Review; Web Services & Distribution (WSD); Communication Coordination; and Constituent Affairs. The Assistant Director for Operations oversees the following areas: Administrative and Operations Staff; Budget Operations Staff; Broadcast, Media and Technology (BM&T); and the Creative Services Center.

#### Current Activities:

Editorial Review: The Editorial Review Staff reviews and oversees the Department's information products, both printed and electronic, for editorial content, design, and quality. This staff works closely with the communication coordinators and with public affairs specialists and other officials to ensure that the Department disseminates consistent and timely information to the public.

Web Services and Distribution: WSD Staff disseminates electronic media, including but not limited to USDA Web Portal and distribution lists for OC. Functions associated with WSD also include: templating for USDA.gov (including the Department's Webmaster who compiles and maintains a registry of agency home pages); coordinating work flow and content flow with other Federal Departments and agencies as needed with the Director, Deputy Director, Press Secretary, OC Coordinators; and support functions. Support functions include: maintaining a comprehensive database of constituent groups; advising and consulting as needed with agencies on Web site migration as it relates to look and feel; linking to non-government sites; sending electronic information to specified lists; creating and maintaining the USDA Web Portal; and creating and maintaining special subject sites (e.g., energy) for all USDA.

Communication Coordination: The Communication Coordination Staff coordinate public and media communications for the Office of the Secretary, USDA general offices and mission areas, and develops policies and plans for effective execution of overall basic activities and operating policy for development and dissemination of public affairs information.

#### The Communication Coordination Team:

- Coordinates development, production, and dissemination of Department-wide communications;
- Develops national and significant Departmental news releases, statements for the media, letters-to-the editor, opinion-editorials and other information materials released through a variety of media;
- Counsels and advises senior decision makers and agency information directors and their staff in serving the Department's many audiences;
- Formulates policy and regulations for OC media coordination;



- Coordinates and reviews printed publications or reports prior to public release; and
- Coordinates response to inquiries from major national news outlets.

The team includes five communications coordinators serving as senior communications advisors to USDA's seven mission areas, working directly with Under Secretaries and top staff, as well as serving the Secretary's Office and Departmental staff offices for media relations and press and public communications and strategic services.

Constituent Affairs: The Office of Constituent Affairs (OCA) serves as a conduit for information about USDA's programs and policies to the general public, agricultural and industry constituent groups and USDA employees. In that capacity, Communications Coordinators focus on working internally with the agencies and staff offices within the Department.

To raise awareness and acceptance of USDA's programs and policies, OCA maintains a comprehensive database of national and State groups, industry contacts, and key foreign embassies. Through this network, OCA distributes to the Department's many constituencies transcripts of speeches, news releases and statements from the Secretary, as well as information about Federal rule making.

On the public liaison side, OCA Staff works to provide farm, trade, rural development, consumer associations, natural resources and environmental groups with opportunities to hear from key USDA officials in Washington, D.C. and across the country. The information staff responds to mail, e-mail and telephone inquiries for information and documents from the public and Congress.

Administrative and Operations Staff: The Administrative and Operations Staff provides administrative services to the agency. Included in these services are facilities and property management, oversight of telecommunications services, and the processing of all training, travel, and procurement requests.

Budget Operations Staff: The Budget Operations Staff provides administrative support to all OC operations including budget planning, preparation, justification, and procurement requests. The Staff also assists in the development, clearance, and issuance of policy governing USDA communications.

Broadcast, Media & Technology: The BM&T Center produces a variety of media products in support of USDA mission areas. Products include: informational videos, radio and TV public service announcements, telecasts by satellite and Web cast, satellite media interviews, audio and videoconferences. The BM&T Center creates daily and weekly radio and TV news packages for broadcast and cable outlets. A weekly radio feature service including five consumer topics, five agricultural topics and a 5-minute documentary is sent on CD's to over 150 radio stations and networks that have requested the service. The BM&T Center's television service provides a 15-minute weekly feature and actuality service distributed via satellite to broadcast TV stations. Tapes are mailed to requesting stations. Stories are also posted for viewing on the Internet. The BM&T Center also creates a variety of multimedia products utilizing new technologies such as data exchange for interactive Internet conferencing and training, podcasting and multimedia products including DVD's and video CD's, and audio and video Web streaming (live and archived) on the Internet.

Information Technology Resource Management: The Information Technology Resource Management (ITRM) Staff provides and coordinates information technology services to the agency including enterprise architecture; cyber security; network administration; application support; liaison with the Office of the Chief Information Officer units supporting OC; and oversight of contractors developing and maintaining applications for OC centers.

Creative Services Center: The Creative Services Center (CSC) provides design, photography, and printing services. CSC has centralized resources to improve the flow and coordination of visual communication projects. The agencies pay only for services rendered.

CSC's diversified talent includes design, editing, photography, and printing specialists for print media, non-print media, and exhibit fabrication. CSC maintains an electronic archival storage site for Departmental print and exhibit materials as well as an extensive centralized USDA Photo Library of captioned black-and-white prints, color transparencies, color negatives, and digital imagery. CSC offers complete services in communications planning for print, interactive media, marketing, language translations for print material, production art, specialized contracting, editorial review/clearance, and exhibit fabrication. CSC provides digital photography services to USDA agencies as well as photographic research services, distributes

photographs and digital imagery to the news media and the public, and verifies photographic quality along with copyright clearances for photography in all USDA publications.

CSC's design services include logo development, illustrations, public service announcement development, specialized copywriting, copyediting, posters, brochures, Web sites, banners, trade-show exhibits, visitor centers, special media events, and coordination of information print campaigns. Services are provided to international, national, regional, State, and local USDA offices, as well as to other government agencies upon request. CSC has central printing authority and, therefore, is USDA's liaison with the U.S. Government Printing Office (GPO) and the Congressional Joint Committee on Printing.

Selected Examples of Recent Progress:

Editorial Review: In fiscal year (FY) 2008, the Editorial Review Staff reviewed and cleared for publication a total of 335 final-stage manuscripts developed by USDA agencies. In addition to ongoing review and clearance of agencies' prepublication manuscripts, which is intended to ensure that USDA speaks with one voice, the Staff provided final editorial review for the following highly-significant publications:

- Guide to USDA Programs for American Indians and Alaska Natives. At the request of the USDA Office of Native American Programs, CSC provided editorial review of this comprehensive manuscript. The published document provides Federally recognized tribe's with information on contacts, services, and benefits associated with USDA programs that serve Native American constituents;
- Avian Influenza Interagency Status Report to the White House. At the request of USDA's Director of Interagency Coordination/Emergency Management, CSC drafted USDA's submission for inclusion in this report; and
- Avian Influenza Lesson Plan, a Cooperative State Research, Education and Extension Service lesson plan/instructor's guide that will increase students' understanding of the origins, spread, and significance of this potentially pandemic disease.

Web Services and Distribution: Highlights of FY 2008 achievements by the WSD include:

- Created a proposed Farm Bill legislation Web site including comments received from customers;
- Responded to 6,461 e-mail inquiries from the public concerning the USDA home page or other related issues; and
- Worked closely with the communications coordinators and the Press Secretary's office to ensure quick dissemination of 404 news releases, public statements, and other current information through electronic and other means.

Communication Coordination: In FY 2008, OC coordinators processed 365 national media releases, official remarks and background papers covering USDA's major issues, in addition to coordinating tele-news conferences and national press events. The team also leveraged other USDA communications resources to deliver information to the media, including broadcast media, still photography, Web casts, and visual graphics products. Coordinators responded directly to media calls from reporters seeking information about USDA programs and policies, the majority of them urgent or sensitive in nature. The coordinators also cleared more than 1,200 agency press releases that covered routine program announcements.

Communication Coordinators were heavily involved in the U.S. Government's planning of the Washington International Renewable Energy Conference (WIREC 2008) which involved nine Federal agencies under the auspices of the Department of State which appointed a USDA Communication Coordinator to lead the comprehensive and strategic communication effort for the Ministerial Conference which attracted 130 foreign ministers and more than 5,000 renewable energy interests to our Nation's Capital (President Bush spoke at this conference on March 5, 2008). More than 200 credentialed news media attended WIREC 2008. Coordinators also assisted with the annual USDA Outlook Forum, helped further the 2008 Census of Agriculture, and supported various trade negotiations and overseas missions.

Coordinators provided guidance and leadership, as well as developed communications strategies about USDA major programs which included the 2008 Farm Bill, renewable energy initiatives, disaster relief and ongoing Avian Influenza (AI) efforts. Coordinators also assisted with emerging communications issues such as new media/social marketing.

Constituent Affairs: In FY 2008, OCA hosted and provided speakers for meetings with 2,875 farmers, ranchers, students and others from 25 States as well as South Africa and China at USDA Headquarters. For many Americans as well as foreign visitors, these briefings constitute the first and perhaps only look at USDA. It is often the only opportunity to meet the Secretary of Agriculture. For commodity and farm groups and agribusiness groups that visit, it is a chance to reconnect with experts on issues that concern them. Accordingly the facilities, the preparation, and the execution of these meetings are extremely important to perceptions about USDA. Reviews of questionnaires from participants indicate great satisfaction with their experiences here.

The Information Services staff responded to over 10,000 requests for information during FY 2008:

- 5,479 U.S. and foreign mail requests;
- 4,703 telephone/hotline requests;
- 80 direct e-mail requests; and
- 61 telephone and letter requests from Members of Congress.

Administrative and Operations Staff: The Administrative and Operations Staff performed all its facilities and property management, oversight of telecommunications services, and processed all training, travel, and procurement requests efficiently and in a timely manner.

Budget Operations Staff: The Budget Operations Staff processed all OC budget materials, submissions and Foundation Financial Information System transactions. The Staff prepared all of OC's budget submissions; operated a Web-based procurement system; and monitored OC facilities maintenance and repairs and assured efficient telecommunications usage.

Broadcast, Media & Technology: Highlights of FY 2008 achievements by the BM&T Center include:

USDA Radio producers continue to cover a diverse range of topics for the Office of the Secretary and other USDA agencies with a staff of three. USDA Radio covered events from as far away as Cairo, Egypt to the heartland of America in Kansas City and Chicago. One of the reasons for the coverage of many events is USDA Radio's Digasystem remote access for direct upload onto the radio Web site as well as radio phone line. The Digital Audio Video Integration and Development editing system and communications set up is one of the most up to date systems in radio broadcasting.

The BM&T Center also produced training modules using ReadyTalk as a delivery tool for the Farm Service Agency (FSA). In conjunction with Ag learn, the BM&T Center provides a seamless transition from the production of training modules to the actual hosting on Ag learn. This is accomplished by producing the training modules in a format that is technically compatible with Ag learn's Web portal. The BM&T Center served as the technical provider for some training modules FSA hosted on Ag learn. The BM&T Center's intervention allows for a cost effective and efficient method of providing training to all USDA employees.

The BM&T Center also provided Web casting as a way to link international Foreign Agricultural Service (FAS) employees with domestic employees. Due to the global nature of USDA's FAS employees, the BM&T Center was asked to provide a technical solution that would allow immediate interactive access to FAS employees regardless of their duty station. The BM&T Center developed a blended solution of satellite, Web streaming, podcasting, compressed video conferencing, desktop sharing and audio conferencing in a manner in which all FAS employees were able to connect using one of the many technologies. Consequently, FAS officials now have the ability to connect with domestic and international employees in a manner that has proven to be a cost effective means of technically consolidating FAS employees regardless of duty station.

The BM&T Center coordinated and produced audio and video streaming through USDA's Internet home page with high-end Web streaming servers providing multiple streams in Real Player and Windows Media. They provided desktop coverage of several press conferences by the Secretary including issues regarding the World Trade Organization, Farm Bill, and Biofuels. This service offered immediate access through the Internet by the public and news organizations around the world for events as they happened. The BM&T Center staff also coordinated satellite media tours for Secretary Johanns and Acting Secretary Conner with several network news outlets including Fox News and Bloomberg News.

Information Technology Resource Management: Highlights of FY 2008 achievements by the ITRM include:

- Performed Certification and Accreditation on OC's Bridge Network General Support Systems (GSS);
- Resolved 9 material weaknesses in OC's GSS;
- Implemented procedures and installed hardware and software to uniformly update OC's 33 server and network devices;
- Changed vulnerability scan program to new product;
- Transferred and updated all Cyber Security documents to the Department's new tracking database Cyber Security Assessment and Management; and
- Performed functional and table top exercises for Information Technology Contingency Plans on all 5 GSS.

Creative Services Center: Highlights of FY 2008 achievements by the CSC include:

For the FY of 2008, CSC Staff members responded to 350 design requests, completed 10,377 print orders and covered over 200 photographic assignments. In FY 2008, CSC provided extensive service to the Federal efforts on renewable energy which include writing, editorial, design, photography, printing and transportation. CSC worked on the inter-agency work group for the WIREC 2008 which included many Federal agencies to plan and implement logistics, media activities, security, exhibits, signage, photography, graphics and other considerations to facilitate a large-scale, international event. CSC reviewed and/or provided 350 signs, Presidential backdrops, speaker backdrops, coordination for five Federal and seven USDA agencies for a U.S. Government pavilion, writing photography, publications, banners and promotional materials. CSC continued to manage over \$5.1 million in outreach/educational campaigns that included the National Animal Identification System (NAIS); Asian Longhorned Beetle; Avian Influenza Awareness campaigns. Most of the campaigns consisted of marketing and media planning, as well as theme, content, and creative development. Products and services included publications, photography, information kits, Web sites, trade show exhibits, advertisements (ads) development for various media sources from print to radio, negotiations for value-added efforts in media, placement of ads, news release support, and events coordination both for USDA agencies and for other Federal agencies and organizations. In FY 2008, the NAIS campaign remained focused on increasing premises registration in line with stated USDA objectives, while also promoting producer participation (specifically in the cattle sector) in the animal identification and tracing components of NAIS. OC efforts were also deployed to help shift the national debate on NAIS back to animal health and emergency disease response. Throughout FY 2008, CSC supported the development of additional marketing materials tailored to appropriate stakeholder groups. CSC also provided strategic communications support to USDA's Risk Management Agency by assisting the agency with the creation of a complete suite of new products to help producers evaluate and manage risk within their own operation. At the center of the product suite is a series of four self-guided, Web-based learning modules on risk management planning, better marketing planning, whole farm insurance, and enterprise planning. CSC also was at the center of the creative communications strategy that branded and developed a comprehensive informational campaign, highlighting the importance and necessity of adhering to Personally Identifiable Information (PII). PII can be used to distinguish or trace an individual's identity. PII includes data that when combined with other identification information, can be linked to a specific individual. All USDA employees and contractors are responsible for protecting the privacy of all USDA employees and customers.

In FY 2008, CSC Photography Center photographers completed over 200 assignments. CSC's photography Internet Web site is being reorganized into an enterprise wide photography library where all photos for USDA will reside. Currently under technical assessment we foresee the deployment of the system in FY 2009. USDA has created a partnership with another Federal agency to integrate a new image management system already in use to be user friendly, faster and more inclusive of the new digital imagery being photographed saving considerable costs to USDA agencies. In FY 2008, the staff photographed:

- 2008 Outlook Conference;
- Secretary of Agriculture Ed Schafer's confirmation hearing and swearing-in ceremony;
- Budget Roll Out;
- WIREC 2008 Conference;
- Nutrition and Obesity Awareness Event;
- BioEnergy Awareness Day Conference;
- Nation Pollinator Field Day;
- Earth Day;
- Food Safety Education Camp;

- Food Bank Groundbreaking Ceremony; and
- Dietary Guidelines.

In FY 2008, Printing Branch staff managed 16 printing contracts written by GPO. The contracts allowed the Branch to deal directly with the contractors, meet critical deadlines and schedules, and print in various sizes, multiple colors, on several paper stocks. The contracts utilized camera copy, CD-ROM, tapes, and/or disk, for state-of-the-art output to pre-press and/or press operations. In addition, over 347 GPOExpress/FEDEX-Kinkos accounts were opened and/ or renewed for direct use to USDA customers for duplicating, copying and other printing related services. Listed below are figures showing publications and forms printed during FY 2008, with comparative figures in FY 2007.

<u>Publications and Forms Printed</u>	<u>FY 2007</u>	<u>FY 2008</u>
Dollars billed to USDA by GPO	\$14,879,890	\$12,776,430
Print jobs through the GPO and/or on contract	3,399	3,508
Printing through the USDA Duplication Facility (Includes miscellaneous orders reviewed, cleared, and processed by OC Printing Services staff)	5,899	6,869
Total printing orders	9,298	10,377



## OFFICE OF COMMUNICATIONS

Summary of Budget and Performance  
Key Performance Outcomes and Measures

Goal 1: Provide maximum support to all mission areas of the Department in the development of programs and in creating awareness among the American public about USDA's major initiatives and services.

Key Outcome: Intended audiences receive the material or information distributed.

Key Performance Measures:

- Measure #1: Percent of prepared materials that are accepted for use by commercial media outlets.
- Measure #2: Percent of ongoing and information campaigns timely completed and promoting unified accomplishments of USDA mission areas in an effective manner.

Key Performance Targets

<u>Performance Measure</u>	<u>2005 Actual</u>	<u>2006 Actual</u>	<u>2007 Actual</u>	<u>2008 Actual</u>	<u>2009 Target</u>	<u>2010 Target</u>
Percent of prepared materials that are accepted for use by commercial media outlets.	95%	95%	95%	95%	95%	95%
Dollars in Thousands	\$8,268	\$8,377	\$8,404	\$8,322	\$8,537	\$8,930
Percent of ongoing and information campaigns timely completed and promoting unified accomplishment of USDA mission area in an effective manner.	95%	95%	95%	95%	95%	95%
Dollars in Thousands	\$1,022	\$1,037	\$934	\$876	\$977	\$992



## OFFICE OF COMMUNICATIONS

Summary of Budget and Performance  
Full Cost by Strategic Objective

Strategic Objective 1.1: Provide resources and state-of-the-art facilities to enhance communication by USDA and its agencies.

	Dollars in thousands		
	FY 2008	FY 2009	FY 2010
Administrative Costs (direct)	\$8,322	\$8,537	\$8,930
FTEs	64	65	65
Performance Measure: Percent of prepared materials that are accepted for use by commercial media outlets.	95%	95%	95%

Strategic Objective 1.2: Provide efficient coordination and instructive guidance to enhance communication by USDA and its agencies to achieve greater awareness by the American public about USDA's program initiatives and services.

Administrative Costs (direct)	\$876	\$977	\$992
FTEs	5	5	5
Performance Measure: Percent of ongoing and information campaigns timely completed and promoting unified accomplishment of USDA mission areas in an effective manner.	95%	95%	95%
Total Costs for All Objectives	\$9,198	\$9,514	\$9,922
FTEs	69	70	70