

2012 Explanatory Notes
Office of Communications
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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 provide leadership, expertise, management and coordination to develop successful communication strategies and products that advance the mission of USDA and priorities of the Administration, while serving and engaging the public in a fair, equal, transparent and easily accessible manner.

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, 2010, there were 77 full-time permanent employees.

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
2010 Actual and Estimated 2011 and 2012

Item	<u>Actual 2010</u>		<u>Estimated 2011</u>		<u>Estimated 2012</u>	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Salaries and Expenses.....	\$9,649,026	67	\$9,722,000	72	\$9,722,000	72
Lapsing Balances.....	+105,974	--	--	--	--	--
Transfer to WCF.....	-33,000	--	--	--	--	--
Total, Salaries and Expenses...	9,722,000	67	9,722,000	72	9,722,000	72
<u>Obligations Under Other</u>						
<u>USDA Appropriations:</u>						
Agency Photography Services.....	72,512	--	36,000	--	36,000	--
Total, Appropriated and Reimbursement.....	9,794,512	67	9,758,000	72	9,758,000	72
<u>Working Capital Fund a/:</u>						
Video, Teleconference, and Visual Design.....	4,468,149	19	4,493,000	22	4,493,000	22
Total, Office of Communications.....	14,262,661	86	14,251,000	94	14,251,000	94

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

2010 Actual and Estimated 2011 and 2012

Grade	2010	2011	2012
	Washington, D.C.	Washington, D.C.	Washington, D.C.
ES.....	2	2	1
GS-15.....	13	13	13
GS-14.....	15	12	12
GS-13.....	11	11	11
GS-12.....	19	16	16
GS-11.....	7	7	7
GS-10.....	0	0	0
GS-9.....	7	6	6
GS-7.....	2	2	2
GS-4.....	3	3	3
GS-3.....	0	0	0
GS-2.....	0	0	0
Ungraded Positions.....	2	0	0
Total Permanent Positions.....	81	72	72
Unfilled Positions end-of-year.....	-4	--	--
Total, Permanent Full -Time Employment, end-year.....	77	72	72
Staff Year Estimate.....	67	72	72

Note: Positions shown are appropriated 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 \$9,722,000.

Lead-off Tabular Statement

Annualized Continuing Resolution, 2011	\$9,722,000
Budget Estimate, 2012	<u>9,722,000</u>
Change in Appropriation	<u>0</u>

Summary of Increases and Decreases
(On basis of appropriation)

<u>Item of Change</u>	<u>2011 Estimate</u>	<u>Program Change</u>	<u>2012 Estimate</u>
Office of Communications	\$9,722,000	0	\$9,722,000

Project Statement
(On basis of appropriation)

	<u>2010 Actual</u>		<u>2011 Estimate</u>		Increase or Decrease	<u>2012 Estimate</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.....	\$9,649,026	67	\$9,722,000	72	--	\$9,722,000	72
Unobligated Balance.....	+105,974	--	--	--	--	--	--
Transfer to WCF.....	-33,000	--	--	--	--	--	--
Total Available or Estimated.....	<u>9,722,000</u>	<u>67</u>	<u>9,722,000</u>	<u>72</u>	<u>--</u>	<u>9,722,000</u>	<u>72</u>

OFFICE OF COMMUNICATIONS

Geographic Breakdown of Obligations and Staff Years
2010 Actual and Estimated 2011 and 2012

	<u>2010</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2011</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2012</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>
District of Columbia.....	\$9,616,026	67	\$9,722,000	72	\$9,722,000	72
Unobligated balance.....	105,974	--		--	--	--
Total, Available or Estimate.....	9,722,000	67	9,722,000	72	9,722,000	72

Classification By Objects
2010 Actual and Estimated 2011 and 2012

	<u>2010</u>	<u>2011</u>	<u>2012</u>
Personnel Compensation:			
Washington, D.C.....	\$6,560,397	\$6,757,000	\$6,811,000
11 Total personnel compensation.....	6,560,397	6,757,000	6,811,000
12 Personnel benefits.....	1,766,442	1,800,000	1,814,000
Total pers. comp. & benefits.....	8,326,839	8,557,000	8,625,000
Other Objects:			
21 Travel and transportation of persons.....	161,467	161,000	161,000
22 Transportation of things.....	76	100	100
23.3 Communications, utilities, and misc. charges.....	186,999	206,000	138,000
24 Printing and reproduction.....	37,940	38,000	38,000
25.2 Other services.....	527,579	523,000	523,000
25.3 Purchases of goods and services from Government Accounts.....	209,039	72,000	72,000
26 Supplies and materials.....	100,788	100,000	100,000
31 Equipment.....	64,995	64,900	64,900
42 Interest.....	304	0	0
Total other objects.....	1,289,187	1,165,000	1,097,000
Total direct obligations.....	9,616,026	9,722,000	9,722,000
Position Data:			
Average Salary, ES positions.....	\$162,000	\$162,000	\$162,000
Average Salary, GS positions.....	97,969	97,969	97,969
Average Grade, GS positions.....	13.3	13.3	13.3

OFFICE OF COMMUNICATIONS

STATUS OF PROGRAM

The mission of the Office of Communications (OC) is to provide leadership, expertise, management and coordination to develop successful communication strategies and products that advance the mission of the U. S. Department of Agriculture (USDA) and priorities of the Government, while serving and engaging the public in a fair, equal, transparent and easily accessible manner. OC delivers information about USDA programs and policies to the American people. To fulfill that mission, OC disseminates information concerning USDA's programs, policies and activities through various media and often directly to farmers, consumers, environmentalists, the business community and other interest groups. The success of the Department's initiatives is directly aided by the effectiveness of communication and public education campaigns and the ease with which the Public can access information on the Department's programs. OC has also taken on an increasingly important role in coordinating USDA's communications during emergencies or other incidents that potentially affect large segments of the public or industry.

In order to provide the highest level of support to the Secretary and USDA's agencies, OC realigned its resources to promote a team-oriented work environment to more effectively serve agencies with their multifaceted 21st century communications requirements. OC was reorganized into the following major program areas that deliver the activities under this appropriation. The present Office of the Director structure was realigned to include two Deputy Directors supporting the leadership and implementation of cohesive strategic communications for USDA. The Deputy Director, Operations, was established, under which are: Press, Speechwriting, Communications Coordination, and Administrative support. All previous creative arts and media development branches along with the OC Chief Information Officer (CIO) organization were realigned under a career Deputy Director for Creative Development, under which are: Creative Media and Broadcast Center, Web Communications, Information Technology, Exhibits/Events Coordination, Editorial and Brand Review, Photography, and Printing.

Current Activities:

Press Operations (PO): The PO in OC does outreach to media outlets and responds to questions from reporters as they relate to the Secretary's priorities. Communication Coordinators provide the leadership, expertise, counsel and coordination needed to develop communications plans and implement strategies vital to the overall formulation, awareness and acceptance of USDA programs and policies in addition to coordinating public and media communications for the Office of the Secretary and assisting USDA mission areas and staff offices in developing plans for effective crafting and dissemination of information. Administrative assistants provide administrative support to OC management. Included in these services are facilities and property management, oversight of telecommunications services, and the processing of all training, travel, and procurement requests.

Speechwriting: The Speechwriting section of OC compiles briefings and drafts remarks for the Secretary and Deputy Secretary as well as provides message guidance to USDA staff.

Creative Media & Broadcast Center (CMBC): The CMBC is a central resource for high-quality and cost-effective communications products and services. CMBC is an integral part of the OC Strategic Communications Planning Team, providing creative communication strategies and solutions for the USDA Secretary and the agencies. The CMBC is responsible for the creation and oversight of a wide range of communication products, including illustrations, posters, brochures, Web sites, banners, trade-show exhibits, visitor centers, information campaigns, informational videos, radio and TV public service announcements, telecasts by satellite and Web cast, satellite media interviews, and audio and videoconferences. The CMBC creates daily and weekly radio and TV feature packages for broadcast and cable outlets, including a weekly radio feature service covering 5 consumer and 5 agricultural topics and a

5 minute documentary which are available online. Stories are also posted on the Internet on USDA's Web site as well as on the USDA YouTube channel. The CMBC creates a variety of multimedia products, utilizing new technologies such as audio and video Web streaming of Secretarial events (live and archived) via the Internet. The CMBC's combined capabilities, technology and collaboration supports the Secretary's goal of a coordinated and centralized approach to the development of communication and training products and provides an essential service in the immediate dissemination of communications for the USDA Secretary, Deputy Secretary, and Sub-Cabinet. The CMBC plays an essential role in the USDA's Continuity of Operations and Emergency Response Communications Plans. Services are provided to international, national, regional, State, and local USDA offices, as well as to other Government agencies upon request.

Three USDA Radio producers cover a diverse range of topics for the Office of the Secretary and other USDA agencies. A few of the topics include: Continuing implementation of Farm Bill programs; production and trade issues facing farmers, extensive agricultural weather and USDA Crop Report coverage, American Recovery and Reinvestment Act of 2009 (ARRA) efforts by USDA agencies; Civil Rights and how USDA addresses that issue; Rural Development and ways to revive the rural economy; the Secretary's Rural Summit; the President's Export Initiative; the new crop insurance agreement with insurance companies; the reauthorization of child nutrition programs; the new approach to an Animal ID system; People's Garden, Nutrition research and locally grown food, Renewable energy and the Renewable Energy Summit; the H1N1 flu and the issues surrounding it; Food safety and several meat, produce and egg recalls; USDA proposed rules changes for meat companies; and conservation issues, including the first sign up in four years.

USDA Radio provides the technical support and covers the radio news conferences with the Secretary, Under Secretary and other top Government officials. USDA Radio personnel also participated in continuity of operations planning and other Homeland Security operations.

Web Communications Division (WCD): The WCD strives to be a reliable and trusted resource that delivers the highest levels of professionalism, quality and customer service dedicated to furthering OC's mission. WCD is the Department's leader for effective Web communications, solutions and services, using all types of media, in order to be responsive to constituent needs. Our professionals deliver targeted messages, providing accessible and efficient information. The WCD maintains the USDA Web portal and manages electronic media. Functions associated with the WSD also include coordinating workflow and content management with agencies and Departments as needed. Support functions include: developing guidance for Web-enhanced communication and new media strategies; advising and consulting as needed with agencies on Web site development and maintenance as it relates to look and feel; sending electronic information to specified lists; creating and maintaining the USDA Web Portal; and creating and maintaining special subject sites, such as Energy or Emergency Preparedness, for all USDA.

Information Technology and Resources Management (ITRM): The ITRM staff coordinates and administers the use of Information Technology (IT) within OC. It is responsible for all IT activities in support of OC's operations, to include: cyber security; network administration; application support; liaison with the Office of the Chief Information Officer (OCIO) units supporting OC; and oversight of contractors developing and maintaining applications for OC centers. The staff works cooperatively with other agencies and offices of the Department. It also works with other Departments at the Federal level such as the Department of Homeland Security (DHS) and the Office of Management and Budget (OMB). Our Information Response team emphasis is on maintaining effective relationships with the general public. This group answers written, telephone, and in-person inquiries from Federal and State agencies, Members of Congress, non-governmental institutions, foreign embassies, and the general public.

Exhibits/Events, Coordination, Editorial and Brand Review (EECEBR): The EECEBR functions around four major areas: branding, event/exhibit/conference coordination; constituent affairs, and editorial review. EECEBR is responsible for the development of Departmental policies, guidelines, regulations and for planning the overall operating policy and procedures for a comprehensive range of branding, exhibit activities, constituent affairs, and editorial services for the Department and its agencies.

To increase the public's understanding of all the varied programs and services offered by the Department, the EECEBR monitors the use of the "One USDA" brand. The EECEBR provides strategic leadership and direction in the development, execution and brand management process across all media to maximize visibility for the wide-ranging products and services that USDA provides and performs. Functions involve the development of Departmental policies, guidelines, regulations and planning, as well as monitoring the use of the USDA brand across all media.

In support of events/exhibits, the EECEBR provides strategic leadership to increase public understanding and access to USDA information and programs through the coordination of agency participation and representation at various events, trade shows, and conferences. This coordinated USDA participation at events/conferences, where multiple USDA agencies are in attendance, will ensure quality and economy in the delivery of information items.

The Conference Coordination Initiative (CCI) transferred to OC from the Office of the Assistant Secretary for Civil Rights in October 2009. Soon after, the EECEBR was created in the OC reorganization, and the CCI became part of the EECEBR. The CCI goal is to provide an opportunity for each USDA agency, Mission Area and office to join in a coordinated approach to further increase the outreach to the underserved. This joint conference coordination provides USDA with greater viability, strengthened partnerships, increased positive exposure and improved understanding of access for underserved communities to USDA programs and services. The CCI for 2011 will be transferred to the Office of Human Resources Management and the Office of Advocacy and Outreach in their respective areas of expertise.

In support of constituent affairs the EECEBR works to provide farm, trade, rural development, consumer associations, natural resources and environmental groups, academic and professional organizations, trade and consumer associations, national and international organizations concerned with agriculture and agribusiness, with opportunities to hear from key USDA officials in Washington, D.C. and across the country.

The Editorial Review Staff reviews and oversees the Department's information products, both printed and electronic, for editorial content, design, quality and compliance with Departmental Regulations. 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.

Photography Services Division (PSD): The OC Photography Services Division provides various types of photography; including, but not limited to, photojournalism, editorial, portraiture, still life photography, scientific and food photography, as well as photographic research for internal and external clients. PSD verifies photographic quality along with copyright and clearances for all USDA photography used externally both print and Web. The PSD also provides imagery for internal and external requestors via USDA's Flickr Web site: <http://www.flickr.com/photos/usdagov/>. The PSD also supports the Office of the Secretary with press and event photography delivering both high quality prints and digital imagery as requested.

Printing Services Division: The Printing Services Division 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. The Printing Services Division consults with, advises, instructs and assists the agency printing specialists, administrative officers, editors, publications writers and information specialist on the most economical and effective printing methods and procedures.

The Printing Services Division oversees USDA participation in the program called *GPOExpress* - a nationwide convenience printing contract that allows authorized USDA employees to use any FedEx Office Print Center, day or night, at any of the thousands of locations throughout the United States and Canada - to take care of all printing needs. At the present time there are approximately 750 USDA card holders nationwide. All card holders are authorized to handle all USDA's printing needs.

The Printing Services Division reviews publications submitted by the Department for conformity with printing, policy and regulations of the Department, Joint Committee on Printing and the Office of Management and Budget. The Printing Services Division writes all specifications for printing and binding of administrative printing procured through the Government Printing Office and commercial firms, including booklets, pamphlets, forms, posters, flyers, and specialty items, such as magnets, fans, and business cards.

The Printing Services Division provides cost estimates to agencies prior to printing. At the beginning of each month, The Printing Services Division submits reports printed from our data base, to our customers, and the National Finance Center, to obligate funds and provide the information to pay the GPO invoices.

Selected Examples of Recent Progress:

Press Operations (PO): Highlights of FY 2010 achievement by PO include:

- Organized press for more than 50 trips, many of which included multiple events, and assisted sub-cabinet with event planning;
- Arranged for hundreds of interviews for the Secretary, Deputy Secretary and sub-cabinet;
- Worked with agencies to respond to more than 3,000 press inquiries; and
- Drafted and edited press materials, including hundreds of press releases and advisories.

The Communications Coordination section helped edit, for content, the manuscripts sent through Editorial Review; represented OC at hundreds of agency and mission area meetings; cleared all press releases before sending to press office; Wrote over 100 blog posts for the USDA Blog; worked with mission areas on strategic communications plans; and helped build the "Week Ahead" document that charts our plan for upcoming weeks.

The Speechwriting section of OC drafted more than 155 speeches and 250 briefings for the Secretary and Deputy Secretary in FY 2010, wrote speeches for members of the sub-cabinet, and created talking points and op-eds on a number of issues.

Administrative Support staff of OC managed the schedule of several employees, made travel arrangements for more than 100 trips and provided administrative support to several staff people.

Creative Media and Broadcast Center (CMBC): Highlights of the fiscal year (FY) 2010 achievements by CMBC include:

For FY 2010, CMBC staff members responded to 142 design requests and supported the new Cultural Transformation initiative, which included the design and printing of numerous reports and posters for events such as "Ask the Secretary." CMBC also continued to provide support for the "National Summit of Rural America;" completed work on the Food Safety and Inspection Service Food Safety Discovery Zone-- a 40 ft interactive, mobile educational center designed to educate the public on food safety. CMBC continued to work closely with the Food and Nutrition Service Campaign Manager to produce products for the Supplemental Nutrition Assistance Program, the "Summer Food Toolkit" program, the "How To Get Food Help" program, and the "Ending Hunger, Improving Nutrition, and Combating Obesity" program. Other products and services CMBC developed for USDA and Federal agencies included Web site and

advertisement (ads) development for various media sources from print to Web, including events coordination for USDA agencies and other Federal agencies and organizations.

CMBC produced a number of high priority videos for agencies of USDA and other Federal departments. Among these was the Telly Award-winning "Paths to Progress" about the efforts of USDA personnel as members of Provincial Reconstruction Teams in Afghanistan. CMBC also received Telly award for videos created for the National Agriculture Library to help explain to the public some of the library resources.

CMBC helped document new projects funded by ARRA. Subsequent TV video features and YouTube videos showed that water, rural broadband, housing, medical and emergency response facilities, and other development projects are all making a difference in rural communities.

CMBC provided coverage and Webcasting of the Secretary's Cultural Transformation Initiative and listening sessions for USDA employees.

CMBC provided 21,328 teleconferences for USDA clients in FY 2010.

Secretary Vilsack continued his "Rural Tour" and held a Rural Summit in 2010 to help communicate the best ideas and gain public input across the United States. CMBC produced videos to help educate the public about this tour, the process and the benefits on ongoing communications, and sharing of best practices.

CMBC provided video production support for the "Apps for Healthy Kids" launch and winners. This Center for Nutrition Policy and Promotion project was supportive of the "Let's Move" initiative.

For the USDA Forest Service, CMBC continued production on a series of videos to teach outdoor recreationists how to stop the spread of invasive weeds and other species in America's great outdoors. "Playing Smart Against Invasive Species" was released in 2010. Another CMBC production for Forest Service highlighted 100 years of Forest Service research.

For the Animal and Plant Health Inspection Service, CMBC produced "No Free Ride," a training video on management of international garbage from the airlines and shipping industries.

CMBC worked with the Food Safety and Inspection Service who created short television features for broadcast and Web-distribution that teach consumers the basics of food safety. Topics included: safe turkey preparation; safe tailgating; packing safe lunches; stories on the USDA Meat and Poultry Hotline; and the askkaren.gov virtual food safety representative.

In addition, CMBC produced the following projects:

- The Food Safety and Inspection Service series of American Sign Language consumer education videos for Web distribution as continued in FY 2010. The videos included three-to-five-minute messages on food borne illness and proper food handling, preparation, and storage. The Food Safety and Inspection Service is the first agency within USDA to provide this type of service to consumers;
- Podcasts for the Food Safety and Inspection Service about food safety continued in FY 2010;
- CMBC created English and Spanish Podcast versions;
- Profiled Agricultural Research Service "Scientists of the Year" and "Hall of Fame" inductees to highlight their research work and benefits;

- Natural Resources Conservation Service 75 -A Legacy of Conservation program looked at historic successes and current challenges going forward;
- Natural Resources Conservation Service “Hoop Houses” at the White House Garden helped demonstrate low tech solutions that are available and affordable;
- Created training modules for Farm Service Agency, Rural Development and Agricultural Marketing Service. These modules reside on USDA’s Ag Learn page for USDA Employees;
- Live Webcast of Food Safety and Inspection Service's Diversity Conference. Thousands of USDA Employees viewed this training session;
- Natural Resource and Conservation Service Video Podcasts – coordinated, produced and streamed video podcasts for the Chief of Natural Resources Conservation Service. Programming created on a monthly basis for Natural Resources Conservation Service employees to gain greater insight of current Natural Resources Conservation Service topics;
- Agricultural Marketing Service's Fruit and Vegetable Division estimated they saved over \$150,000 in travel costs, by using CMBC technology and production to create training Webinars;
- Coordinated training via Webcast which allowed thousands of Farm Service Agency employees to participate live via the Internet;
- Provided Webcast coverage on location for Agricultural Research Service public hearings via the Internet to help satisfy outreach requirements; and
- A total of 83 Webinars were coordinated by CMBC for USDA agencies during fiscal year 2010. This was a 20 percent increase over prior years use.

For FY 2010, the three radio reporters/producers produced 2,396 news stories, of which all but 35 contained actualities. They also created 572 radio features including 52 five minute documentaries, 260 Consumer Time Features, and 260 Ag Update Features. News stories were produced and made available through our radio news line and Web site, as well as through distribution programs such as iTunes. Weekly features were also available through our features Web page, iTunes, and via CMBC to requesting affiliated stations.

Distribution of the radio material continued to diversify, especially with the growing number of podcast-based views. As a result, more people were listening to USDA Radio programs via the Web than ever before. This led to a reduction of calls to our radio news phone line compared to previous years. However, the importance of the phone as an analog back-up to the Web site remains. FY 2010 saw a new trend of end user preference in how they receive information. As the number of hits to our radio news line and weekly features via our USDA Web site were down, total use of USDA’s audio programming via all outlets increased dramatically since the prior year.

In FY 2010 there were: 31,969 hits to the Radio News Web site as compared to 45,823 hits in FY 2009, and 16,036 hits to the radio Web feature site as compared to 19,169 in FY 2009. While these numbers declined, hits to the Radio Newline podcast sources rose in FY 2010 to 139,972 from only 29,156 in FY 2009, showing that many users who accessed material via the Web site are using media download programs such as iTunes and Zune to download material to their computers or other devices. A similar shift from radio stations using the radio phone line to download features to accessing this material via podcast (Web) is seen in the fact that in FY 2010 there were 1,196 phone calls to the radio phone lines for FY 2010 compared to 2,161 calls in FY 2009, but the number of hits to the radio features podcast sources increased to 21,594 hits in FY 2010 as compared to 4,076 hits in FY 2009. The summary total hits to our radio service all sources: FY 2009 - 100,385 hits. FY 2010 - 210,767 hits.

Web Communications Division: Highlights of fiscal year (FY) 2010 achievements by the WCD include:

- Launched USDA’s official Facebook, Flickr, and Twitter accounts, successfully communicating the Department’s mission, expanding public awareness and support of news, events and programs;

- Launched the USDA Blog in FY 2009, and an enhanced, redesigned version in August 2010. The blog has featured more than 720 blog entries from all USDA mission areas in FY 2010;
- Designed the USDA's Open Gov site in support of the OMB Open Government Directive. Developed communications strategy and managed administration of the Department's effort with Department communicators and Web development teams;
- Hosted and maintained the First Lady's *Let's Move!* initiative Web site, blog and official Facebook page. Contributed to the design and execution of the effort's new media strategy with White House New Media team, and the Departments of Health and Human Services and Education;
- Designed and executed the *Apps for Healthy Kids* competition in coordination with the Center for Nutrition Policy and Promotion, Office of Science and Technology Policy and the White House New Media and First Lady's staffs. The competition garnered national attention among press and public alike, featuring 95 games and app entries that engage people of all ages to raise awareness of healthy eating and active lifestyles;
- Drafting the Department's first-ever New Media Policy and Handbook to coordinate and formalize agency application of social media tools, technologies and tactics;
- Established collaborative relationship with the Office of the Chief Information Officer team to harmonize Web communication and social media strategies;
- Initiated USDA Web site redesign and coordinating Web Style Guide revisions using Department assets; and
- Executed successful integrated communications campaign for the Rural Tour and National Rural Summit to complement traditional media outreach and stakeholder engagement.

Information Technology Resource Management (ITRM): Highlights of fiscal year (FY) 2010 achievements by the ITRM include:

- Prepared documentation, including Statements of Work (SOW) for the FY 2010 Certification and Accreditation of OC's Systems;
- Twenty material weaknesses were addressed and corrected;
- Managed and completed three Certification and Accreditation of OC Systems;
- Responded to eight data calls for Cyber Security;
- Continued on-going maintenance and development of all Cyber Security documents;
- Performed functional and table top exercises for Information Technology Contingency Plans on all four General Service Systems;
- Reduced OC systems from five to four by merging one with another, which reduces our Certification and Accreditation costs for future years;
- Initiated the audio bridge replacement proposal and continued to work with the Creative Media & Broadcast Center (nee the Broadcast, Media and Technology Center) Multi-media Program Mgr to move the proposal through the review process for purchase and implementation;
- The Information Services staff responded to over 90,000 requests for information during FY 2010:
 - 85,604 telephone/hotline requests;
 - 4,364 U.S. and foreign mail request;
 - 81 direct e-mail requests; and
 - 56 telephone and letter requests from Members of Congress.
- Coordinated implemented of *Ask the Expert*, a Customer Relation Management (CRM) system for usda.gov. This new application provides self-service support for Web users to have questions answered 24 hours a day, 7 days a week. Launched on June 16, 2010, the service was asked 14,178 questions; the system answered 12,890 for a self-service rate of 90.9 percent.

Exhibits/Events, Coordination, Editorial and Brand Review (EECEBR): Highlights for fiscal year (FY) 2010 achievements by EECEBR include:

- Assisted 46 constituent organizations that attended USDA for their events and given briefings to a total of 2,238 people;
- Oversaw the transfer of the Conference Coordination Initiative to the Office of Human Resources Management and the Office of Advocacy and Outreach in their respective areas of expertise;
- The editorial staff cleared 282 manuscripts and 248 camera-ready proofs for printing or Web site release; and
- Coordinating events such as the Harvest BBQ event, White House Conference American Great Outdoors reception event; Rural America Tour events, and USDA Cultural Transformation events.

Photography Services Division (PSD): Highlights for fiscal year (FY) 2010 achievements by PSD include: PSD completed 498 assignments covering events and activities including:

- National Rural Summit;
- 2010 Outlook Conference;
- Chefs to School;
- USDA's Transformation Events;
- Clean Energy Forum at White House;
- White House Conference on America's Great Outdoors;
- Watershed Announcement Projects;
- Roll out of FOOD SAFETY AND INSPECTION SERVICE Food Safety Discovery Zone; and
- PSD, along with Creative Media and Broadcast Center (CMBC), established a working group across USDA Agencies and Offices to find an enterprise-wide Digital Asset Management solution and workflow for all creative assets, to include: still photography, video, and production files in various formats. The target date to have a pilot solution in place is 2nd Quarter, 2011.

In fiscal year (FY) 2010, the Printing Services Division managed 17 printing contracts that were written by the Government Printing Office for use by USDA. The contracts allowed the Division to deal directly with contractors, meet critical deadlines and schedules, and print in various sizes, multiple colors, and on several paper stocks. The contracts utilized camera ready copy, CD-ROM, tapes and/or disk, for state-of-the-art output to pre-press, and/or press operations. The Division managed 283 jobs under the Program 960 Simplified Purchase Agreement (SPA) for OC and several of our customer agencies. These agreements, used for contracts up to \$10,000 in value, speeds the printing process and maximizes customer involvement in the development and printing of their project. The Division continued to manage over 750 GPO Express program accounts that allow users to access FED-EX Office copier/duplicating services nationwide, with established prices, schedules and standard product quality. The accounts allow customers, especially those who travel the ability to get materials for meetings, seminars, disaster support and so forth. Fed-Ex Office locations can produce posters, flyers, and printed materials from a pdf file, which can be submitted electronically from USDA offices for instant delivery to a satellite location. Listed below are figures showing publications and forms printed during fiscal year 2010, with comparative figures for FY 2009.

<u>Publications and Forms Printed</u>	<u>FY 2009</u>	<u>FY 2010</u>
Dollars billed to USDA by GPO	\$13,833,183	\$15,147,218
Print jobs through GPO and/or contract	3,574	3,677
Print jobs through the USDA duplication facility (Includes miscellaneous orders reviewed, cleared and processed by the OC.)	5,727	5,500
Total printing orders	9,301	9,177

OFFICE OF COMMUNICATIONS

Strategic Objectives

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

Strategic Objective 1.2: Provide efficient coordination and instructive guidance to enhance communication by USDA and its agencies.

Strategic Objective and Funding Matrix
(On basis of available funds)

	<u>2010 Actual</u>	<u>Staff Years</u>	<u>2011 Estimated</u>	<u>Staff Years</u>	<u>Increase or Decrease</u>	<u>2012 Estimated</u>	<u>Staff Years</u>
Strategic Objective 1.1.....	\$8,653,461	64	\$8,749,000	67	--	\$8,749,000	67
Strategic Objective 1.2.....	962,565	4	973,000	5	--	973,000	5
Total, Office of Communications	<u>\$9,616,026</u>	<u>68</u>	<u>\$9,722,000</u>	<u>72</u>	<u>--</u>	<u>\$9,722,000</u>	<u>72</u>

Selected Accomplishments Expected at the FY 2012 Proposed Resource Level:

OC will continue to evaluate its strategies by ensuring that commercial media outlets have received the materials and information distributed by the Department; that there is a high acceptance and use of prepared materials; and that OC facilities can produce products meeting industry standards in ways that continue to enhance OC's ability to advance the mission of USDA and priorities of the Administration, while serving and engaging the public in a fair, equal, transparent and easily accessible manner.

Strategies for achieving performance in FY 2011 and FY 2012:

- As part of the finalization of its reorganization efforts OC is reevaluating its strategic objectives and performance measures. The new objectives and performance measures will be incorporated into the fiscal year 2013 budget process and documentation.
- Upgrade OC information technology infrastructure to support electronic information dissemination to the public, including, but not limited to, use of "New Media" and Web 2.0 technologies; digitized textual information, digitized photographs, other visuals, video, and audio for Internet access; as well as the electronic delivery of USDA news and information to the news media, constituent groups, and other stake holders.
- Use audio and video teleconferences, as well as public meetings, to communicate with representatives of minority and other underserved groups who should be served by USDA programs and services.
- Provide centralized operations for design and production, review/clearance, and distribution of messages and information (video, print, and broadcast) to USDA's primary constituencies and the general public to ensure that they get understandable and relevant information about USDA programs and services.
- Coordinate the development of communications plans for all USDA cross-cutting or interagency initiatives showing each mission's and/or agency's information role.
- Provide all of OC's basic services in a crisis situation even if it involves a relocation of senior Department officials from the Washington, D.C. metropolitan area.

OFFICE OF COMMUNICATIONS

Summary of Budget and Performance
Key Performance Outcomes and Measures

Agency Goal: Provide maximum support to all mission areas of the Department in the development of programs, in creating awareness among the American public about USDA's major initiatives and services, and providing emergency public information and warnings when necessary.

Key Outcome: Intended audiences receive the material or information distributed, and intended audiences have access to tools to answer their questions and provide feedback on issues.

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>2007 Actual</u>	<u>2008 Actual</u>	<u>2009 Actual</u>	<u>2010 Actual</u>	<u>2011 Target</u>	<u>2012 Target</u>
Percent of prepared materials that are accepted for use by commercial media outlets.	95%	95%	95%	95%	95%	95%
Dollars in Thousands	\$8,404	\$8,322	\$8,490	\$8,653	\$8,749	\$8,749
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	\$934	\$876	\$945	\$963	\$973	\$973

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 2010	FY 2011	FY 2012
Administrative Costs (direct)	\$8,653	\$8,749	\$8,749
FTEs	63	67	67
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.

Administrative Costs (direct)	\$963	\$973	\$973
FTEs	4	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	\$9,616	\$9,722	\$9,722
FTEs	67	72	72