

2009 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. In order to provide the highest level of support to the Secretary and the Department's agencies, OC reorganized in FY 2002 into the following major program areas that deliver the activities: Web Services & Distribution; Constituent Affairs; Media Communication and Coordination; Broadcast, Media and Technology; Budget and Operations Staff; and the Creative Services Center. 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, 2007, there were 82 full-time permanent employees, and 15 other than full-time permanent employee.

Location	Full-time Permanent	Other	Total
Washington, D.C.			
OC Direct	62	15	77
OC WCF	<u>20</u>	--	<u>20</u>
Total	<u>82</u>	<u>15</u>	<u>97</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  
2007 Actual and Estimated 2008 and 2009

Item	<u>Actual 2007</u>		<u>Estimated 2008</u>		<u>Estimated 2009</u>	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Direct Appropriation.....	\$9,337,910	69	9,338,000	79	\$9,961,000	79
Rescission.....	--	--	-65,000	--	--	--
<b>Total, Agriculture Appropriations.....</b>	<b>9,337,910</b>	<b>69</b>	<b>9,273,000</b>	<b>79</b>	<b>9,961,000</b>	<b>79</b>
<u>Obligations Under Other USDA Appropriations:</u>						
Agency Photography Services.....	90,072	--	92,000	--	93,000	--
<b>Total, Appropriated and Reimbursement.....</b>	<b>9,427,982</b>	<b>69</b>	<b>9,365,000</b>	<b>79</b>	<b>10,054,000</b>	<b>79</b>
<u>Working Capital Fund a/:</u>						
Video, Teleconference, & Visual Design.....	8,204,437	20	8,122,000	29	8,389,000	29
<b>Total, Agriculture Appropriations.....</b>	<b>17,632,419</b>	<b>89</b>	<b>17,487,000</b>	<b>108</b>	<b>18,443,000</b>	<b>108</b>
<u>Non-Federal Funds:</u>						
Sale of Photos.....	1,706	--	2,000	--	2,000	--
<b>Total, Office of Communications.....</b>	<b>17,634,125</b>	<b>89</b>	<b>17,489,000</b>	<b>108</b>	<b>18,445,000</b>	<b>108</b>

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  
2007 Actual and Estimated 2008 and 2009

Grade	2007	2008	2009
	Washington, D.C.	Washington, D.C.	Washington, D.C.
ES	1	1	1
GS-15	12	16	12
GS-14	12	13	13
GS-13	11	11	12
GS-12	9	11	13
GS-11	9	11	9
GS-10	1	1	1
GS-9	8	9	12
GS-8	1	0	0
GS-7	2	3	3
GS-5	0	0	0
GS-4	1	1	1
Ungraded Positions	2	2	2
Total Permanent Positions	69	79	79
Unfilled Positions end-of-year	-7	--	--
Total, Permanent Full -Time Employment, end-of-year	62	79	79
Staff Year Estimate	69	79	79

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

## OFFICE OF COMMUNICATIONS

## Appropriations Language

For necessary expenses of the Office of Communications to carry out services relating to the coordination of programs involving public affairs, for the dissemination of agricultural information and the coordination of information, work, and programs authorized by Congress in the Department, [\$9,338,000] \$9,961,000.

Lead-off Tabular Statement and  
Summary of Increases and Decreases

Appropriations Act, 2008.....	\$9,338,000
Budget Estimate, 2009 .....	<u>9,961,000</u>
Increase in Appropriation.....	<u>+623,000</u>

## Adjustment in FY 2008:

Appropriations Act, 2008.....	\$9,338,000
Rescission P.L. 110-161a/.....	<u>-65,000</u>

Adjusted based for 2008.....	9,273,000
Budget Estimate, 2009 .....	<u>9,961,000</u>
Increase over adjusted 2008.....	<u>+688,000</u>

a/ The amount is rescinded pursuant to Division A, Title VII, Section 752 of P.L. 110-161.

Summary of Increases and Decreases  
(On basis of adjusted appropriation)

Item of Change	2008 <u>Estimated</u>	<u>Pay Costs</u>	Program <u>Changes</u>	2009 <u>Estimated</u>
Office of Communications.....	\$9,273,000	\$241,000	\$447,000	\$9,961,000

## OFFICE OF COMMUNICATIONS

Project Statement  
(On basis of adjusted appropriation)

	<u>2007 Actual</u>		<u>2008 Estimated</u>		<u>Increase or Decrease</u>	<u>2009 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...	\$9,199,944	69	\$9,273,000	79	+\$688,000	\$9,961,000	79
Unobligated Balance.....	137,966	--	--	--	--	--	--
Total Available or Estimate.....	9,337,910	69	9,273,000	79	+688,000	9,961,000	79
Rescission.....	--	--	65,000	--			
Total, Appropriation.....	9,337,910	69	9,338,000	79			

Justification of Increases and Decreases

(1) An increase of \$688,000 for the Office of Communications (OC) consisting of:

(a) A total increase of \$241,000, 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) A total increase of \$447,000 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 Podcasting and Really Simple Syndication by OC to continue with excellence and be in line with the USDA policies.

## OFFICE OF COMMUNICATIONS

Geographic Breakdown of Obligations and Staff Years  
2007 Actual and Estimated 2008 and 2009

	<u>2007</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2008</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>	<u>2009</u> <u>Amount</u>	<u>Staff</u> <u>Years</u>
District of Columbia.....	\$9,199,944	69	\$9,273,000	79	\$9,961,000	79
Unobligated balance.....	137,966	--		--	--	--
Total, Available or Estimate.....	9,337,910	69	9,273,000	79	9,961,000	79

Classification By Objects  
2007 Actual and Estimated 2008 and 2009

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Personnel Compensation:			
Washington, D.C.....	\$6,197,669	\$6,281,000	\$6,865,000
11 Total personnel compensation.....	6,197,669	6,281,000	6,865,000
12 Personnel benefits.....	1,301,472	1,292,000	1,396,000
13 Unemployment Comp.....	0	0	0
Total pers. comp. & benefits.....	7,499,141	7,573,000	8,261,000
Other Objects:			
21 Travel and transportation of persons.....	80,108	90,000	94,000
22 Transportation of things.....	468	2,000	2,000
23.3 Communications, utilities, and misc. charges.....	326,853	270,000	270,000
24 Printing and reproduction.....	40,802	50,000	52,000
25.2 Other services.....	970,371	997,000	1,010,000
25.3 Purchases of goods and services from Government Accounts.....	58,448	80,000	80,000
26 Supplies and materials.....	123,749	140,000	150,000
31 Equipment.....	100,004	70,000	41,000
42 Insurance claims and indemnities.....	0	1,000	1,000
43 Interest.....	6	0	0
Total other objects.....	1,700,803	1,700,000	1,700,000
Total direct obligations.....	9,199,944	9,273,000	9,961,000
Position Data:			
Average Salary, ES positions.....	\$139,330	\$142,395	\$146,667
Average Salary, GS positions.....	79,367	81,113	83,546
Average Grade, GS positions.....	13.2	13.2	13.1

## 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.

Current Activities:

Web Services and Distribution: The Office of Web Services and Distribution (WSD) 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 and 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; 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.

Constituent Affairs: The Office of Constituent Affairs (OCA) serves as a conduit for information about USDA's seven mission areas to the general public, the media, agricultural and industry constituent groups and USDA employees.

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 transcripts of speeches, news releases and statements from the Secretary, as well as information about Federal rule making; the Department can contact State Directors of Homeland Security and State Veterinarians in the event of an emergency; and individual USDA agencies can disseminate information or announcements.

On the public liaison side, OCA staff works to provide farm, trade, 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.

Media Communications Coordination: The Media Communications Coordination Team coordinates 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 Media Communications 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 servicing the Secretary's Office and Departmental staff offices for media relations and press and public communications and strategic services.

Broadcast, Media & Technology: The Broadcast Media & Technology (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.

Creative Services Center: The Creative Services Center (CSC) provides design, editing, photography, and printing services. CSC has centralized resources to improve the flow and coordination of visual communication projects. This provides a one-stop source for services and clearance--thus eliminating agencies' need to maintain expensive equipment and similar staffs. 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 Editorial Review/Clearance Unit reviews publication manuscripts that have been written and edited throughout USDA's agencies, in order to determine their acceptability for publication by USDA, it is the central office for coordination of policy review with regard to 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.

Information Technology Resource Management: The 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.

Budget and Operations: The staff provides administrative support to all OC operations including budget planning, preparation, justification and execution, telecommunication services, and the processing of all training, travel, and procurement requests. They also manage development, clearance, and issuance of policy governing USDA communications.

Selected Examples of Recent Progress:

Web Services and Distribution Staff: Highlights of fiscal year 2007 achievements by the WSD include:

- Reviewed reports and maintained comprehensive databases of 7,000 media contacts;
- Created and maintained over 8,000 Web pages with current and up-to-date information;
- Worked closely with the communications coordinators and the Press Secretary's office to ensure quick dissemination of 360 news releases, public statements, and other current information through electronic and other means; and
- Responded to 7,005 e-mail inquiries from the public concerning the USDA home page or other related issues.

Constituent Affairs: In fiscal year 2007, OCA hosted and provided speakers for meetings with 2,840 farmers, ranchers, students and others from 27 States as well as Canada and China at USDA Headquarters. For many Americans as well as foreign visitors, these briefings constitute the first and perhaps only look at the U.S. Department of Agriculture. 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 approximately 14,000 requests for information during fiscal year 2007:

- 6,656 U.S. mail requests;
- 7,217 telephone/hotline requests;
- 96 direct e-mail requests; and
- 105 requests from Members of Congress.

Media Communications Coordination: In fiscal year 2007, communications coordinators drafted and cleared 360 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 a thousand agency press releases that covered routine program announcements.

Coordinators provided guidance and leadership, as well as developed communications strategies about USDA major programs which included disaster relief and Avian Influenza (AI) efforts. Significant accomplishments on the AI front included initiating and developing a proposal to develop recommendations for multilateral coordination of animal health communication and public awareness initiatives to combat Highly Pathogenic Avian Influenza (HPAI) that complements the United Nation's Food and Agriculture Organization (FAO) and the World Organization for Animal Health (OIE) Global Strategy for the Progressive Control of HPAI, which does not directly address communications. Coordinators also organized with FAO and OIE an animal health communicators' roundtable for HPAI held at FAO headquarters earlier this year which resulted in the formation of an international animal health communications network. Coordinators also assisted with emerging communications issues such as renewable energy.

Coordinators assisted with the National Advancing Renewable Energy Conference held in St. Louis, which President Bush attended. Coordinators also assisted with the annual USDA Outlook Forum, helped plan the 2008 Census of Agriculture, and supported various trade negotiations and overseas missions.

Broadcast, Media & Technology: Highlights of fiscal year 2007 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.

Biotechnology was a widely covered subject with one reporter traveling to the Biotechnology Short Course in Cairo, Egypt where scientists and government leaders attended from many countries in the Middle East to learn more about the science. One reporter/producer also traveled to Des Moines to cover the World Food Prize events and ceremony. Biotechnology was once again featured as one tool to help decrease world hunger.

International trade continued to be a major focus with an emphasis on the World Trade Talks and a multitude of bilateral agreements as well as the need for Trade Promotion Authority. Radio reporters/producers also gave extensive coverage to the 2007 Farm Bill debate. Radio stories emphasized the growing challenge of agreeing on phytosanitary issues and the problems encountered with Bovine Spongiform Encephalitis, AI, E.coli, Salmonella, and Lysteria among others, as well as the increased number of food illnesses caused by one of these organisms. The rising cost of corn and wheat and the relationship to ethanol production was another major story. In addition, USDA reporter/producers continue to provide major coverage of conservation issues and programs that cover USDA's Natural Resources Conservation Service programs, Farm Service Agency (FSA) programs, disaster assistance and crop insurance payments.

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.

During fiscal year 2007, the three USDA Radio personnel produced 2,246 radio news stories. There were 4,374 phone calls made to the digital phone line and 33,992 hits to the radio news Web site. USDA Radio personnel also produced 574 features and mailed 150 CD's weekly to subscribers of the USDA Radio Feature Service. In addition, there were 9,100 hits to the radio feature Web site.

Television producers in the BM&T Center created 98 stories in fiscal year 2007. The stories covered mission messages including: Renewable Energy; Agricultural Research; Extension; Rural Development; Food Safety and Nutrition, Environmental issues and Farm Bill programs. These stories were aired on RFD-TV, the 24-hour satellite channel, and two nationally syndicated agricultural TV programs targeted to rural areas and farmers, as well as many other smaller networks and outlets. TV feature stories and selected sound bites are also available to the public as streaming media files with direct links from the USDA home page on the Internet.

The BM&T Center introduced video and audio podcasting as a new way to disseminate information. Working with Food Safety and Inspection Service (FSIS) the BM&T Center began producing a weekly audio/video podcast on such issues as food labeling, safe food handling as well as the history of food handling in the United States. podcasting allows FSIS to produce weekly critical food safety tips which are available for USDA employees as well as the general public. Prior to the BM&T Center providing this service, information of this

nature was provided via a monthly magazine. Additionally, this technology is currently allowing FSIS officials to engage industry stakeholders to support the common goal of protecting public health as well as providing healthful information to a younger demographic. FSIS has discovered that podcasting offers a critical, cost saving approach, as well as a new way to provide information in a clear and expeditious manner to the American consumer.

The BM&T Center also produced training modules using ReadyTalk as a delivery tool for FSA. In conjunction with AgLearn, the BM&T Center provides a seamless transition from the production of training modules to the actual hosting on AgLearn. This is accomplished by producing the training modules in a format that is technically compatible with AgLearn's Web portal. The BM&T Center will serve as the technical provider of some training modules for FSA hosted on AgLearn. 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 also produced several high priority videos for agencies of USDA and other Federal Departments. One of the highlights was the Africa Education Initiative DVD for USAID and the White House. The DVD was a platform to share the success stories of young girls being educated and overcoming the odds in African communities, the transforming power of a simple textbook and young boys and girls having hope for the future thanks to USAID and its Ambassadors' Girls Scholarship Program – a White House Initiative. The DVD was successfully launched by the First Lady Laura Bush and has been a great tool in making the American public as well as African Nations aware of the empowering results of education and USAID's contribution of giving hope through education. For FSIS, the BM&T Center produced "Keep Your Family Safe" and "Power Out" TV public service announcements (PSA) in English and Spanish. Food safety has been a major concern of the American consumer and FSIS needed to find a way to reach the widest audience to share helpful tips on how best to keep families safe from harmful bacteria while preparing and serving meals as well as what to do if the power fails during storms or other disasters. Both PSA campaigns were successful with the "Power Out" PSA being aired over 47,000 times within the year, with total audience impressions of over 180 million and having an equivalent advertising dollar value of more than \$2 million.

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.

The BM&T Center's automated audio bridge allows USDA agencies to schedule and participate in teleconferences 24 hours a day, seven days a week. During this past year, the BM&T Center hosted a total of 4,900 teleconferences. Additionally, during this same period, a total of 300 ReadyTalk sessions were coordinated by USDA's BM&T Center.

Creative Services Center (CSC):

For the fiscal year of 2007, CSC staff members responded to 290 design requests, provided final editorial review/clearance of 320 publication manuscripts with an additional 330 printer-ready packages, completed 9,175 print orders and covered over 1,540 photographic assignments. In FY 2007, CSC continued to manage over \$6.1 million in outreach/educational campaigns that included the National Animal Identification System (NAIS), Avian Influenza/Biosecurity for the Birds, Emerald Ash Borer (EAB) and Personal Identifiable Information (PII). 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, ad development for various media 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. For example, now in its fourth year, the successful *Biosecurity for Birds* campaign has expanded its efforts to educate more groups about the need for avian biosecurity. In addition to non-commercial or "backyard" bird owners in all States, Puerto Rico, and the Virgin Islands, the campaign also includes message delivery to bird enthusiasts, wildfowl hunters, hatcheries and bird supply retailers. Furthermore, CSC continues to work on the NAIS. Moving beyond premises registration (the focus of the 2006 campaign), the 2007-2008 campaign endeavors to show livestock and poultry producers what additional steps they can take to improve animal disease traceability in the United States. Previously, the EAB campaign has relied almost exclusively on outdoor (billboard and mobile billboard) advertising and radio advertising to educate residents of States dealing with EAB to not move firewood from one location to another. In 2007, the campaign effort was expanded to include other forms of advertising: print, Internet, radio, and cable TV. Materials being developed for the campaign include advertising schedules, radio psa's, scripts for cable TV sponsorship spots, and print ads. 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 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.

Requests for agency visual information design standards and logos continue to be handled, including USDA printing standards/formats. These visual identities must be able to be integrated with USDA design standards so that they cohesively reflect a Department speaking with one voice.

Editorial Review/Clearance staff members reviewed and cleared for publication a total of 330 final-stage manuscripts and 320 printer-ready materials developed by USDA agencies during fiscal year 2007. 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:

- *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.*
- *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 the 562 Federally recognized tribe's with information on contacts, services, and benefits associated with USDA programs that serve Native American constituents.*
- *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.*

CSC Photography Center photographers completed over 1,540 assignments with the number of images in excess of 60,000 for USDA agencies. CSC's photography Internet Web site is being reorganized in fiscal year 2008 as CSC

partners 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. The photography staff shoots exclusively in digital format and in fiscal year 2007, the images that the photography staff supplied to users included digital format, color or black and white print enlargements. In fiscal year 2007, the photography staff photographed:

- Farm Bill Rollout;
- Two Forest Service projects:
  - one involving the National Soil Field Guide and
  - the second was the Aquatic Organisms Project;
- WIC Program;
- NRCS Snow School;
- Energy Conference photography;
- Documented Secretary of Agriculture's activities; and
- Processed newsworthy images.

In fiscal year 2007, Printing Services staff members managed 17 printing contracts written by the GPO. The contracts allow the Branch to deal directly with the contractor, meet critical deadlines and regular schedules, print in various sizes, multiple colors, on several paper stocks. The contracts utilize camera copy, CD-ROM, tapes, and/or disk, for state-of-the-art output to pre-press and/or press operations. Also, over 150 GPOExpress FEDEX-Kinkos accounts were opened for direct deal use for our customers for duplicating, copying and other printing related services at Kinkos copy centers. Listed below are figures showing publications and forms printed during fiscal year 2007, with comparative figures in fiscal year 2006.

<u>Publications and Forms Printed</u>	<u>FY 2006</u>	<u>FY 2007</u>
Dollars billed to USDA by GPO	\$17,084,799	\$14,879,890
Print jobs through the GPO and/or on contract	3,539	3,399
Printing through the USDA Duplication Facility (includes miscellaneous orders reviewed, cleared, and processed by OC Printing Services staff)	5,636	5,899
Total printing orders	9,175	9,298

#### Information Technology Resource Management.

- Performed Certification and Accreditation on all five of OC's general support systems (GSS);
- Resolved 16 material weaknesses in OC's GSS;
- Implemented procedures and installed hardware and software to uniformly update OC's 28 server and network devices;
- Added additional backup devices to store Web streaming files;
- Upgraded hardware and operating systems on multiple servers in OC; and
- Performed functional and table top exercises for Information Technology Contingency Plans on all 5 GSS.

Budget and Operations Staff: In addition to preparing all of OC budget materials and processing all of OC Foundation Financial Information System transactions, the staff continues to operate a Web-based procurement system and monitor OC facilities maintenance and repairs and assure efficient telecommunications usage.

## OFFICE OF COMMUNICATIONS

Summary of Budget and Performance  
Statement of Goals and Objectives

OC has one strategic goal and two strategic objectives that contribute to the strategic goals of the Department.

USDA Strategic Goal	Agency Strategic Goal	Agency Objectives	Programs that Contribute	Key Outcome
All USDA Strategic Goals	<u>Agency Goal 1:</u> 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.	<u>Objective 1.1:</u> Provide resources and state-of-the-art facilities to enhance communication by USDA and its agencies  <u>Objective 1.2:</u> Provide efficient coordination and instructive guidance to enhance communication by USDA and its agencies.	All programs and activities within OC.  All programs and activities within OC.	Intended audiences receive the material or information distributed.

OC delivers information about 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.



## OFFICE OF COMMUNICATIONS

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 to achieve greater awareness by the American public about USDA's program initiatives and services.

Strategic Objective and Funding Matrix  
(On basis of adjusted appropriation)

	<u>2007 Actual</u>	<u>Staff Years</u>	<u>2008 Estimated</u>	<u>Staff Years</u>	<u>Increase or Decrease</u>	<u>2009 Estimated</u>	<u>Staff Years</u>
Strategic Objective 1.1.....	\$8,403,554	64	\$8,391,000	75	+\$573,000	\$8,964,000	75
Strategic Objective 1.2.....	934,356	5	882,000	4	115,000	997,000	4
Total, Office of Communications	\$9,337,910	69	\$9,273,000	79	+\$688,000	\$9,961,000	79

Selected Accomplishments Expected at the FY 2009 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.

Strategies for achieving performance in FY 2008 and FY 2009:

- Upgrade OC information technology infrastructure to support electronic information dissemination to the public, including, but not limited to, 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 under served 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.

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>2004 Actual</u>	<u>2005 Actual</u>	<u>2006 Actual</u>	<u>2007 Actual</u>	<u>2008 Target</u>	<u>2009 Target</u>
Percent of prepared materials that are accepted for use by commercial media outlets.	95%	95%	95%	95%	95%	95%
Dollars in Thousands	\$7,000	\$8,268	\$8,377	\$8,404	\$8,391	\$8,964
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	\$2,058	\$1,022	\$1,037	\$934	\$882	\$997

## 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.

PROGRAM	PROGRAM ITEMS	Dollars in thousands		
		FY 2007	FY 2008	FY 2009
Communications	Administrative Costs (direct)	\$8,404	\$8,391	\$8,964
	FTEs	64	75	75
	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.

PROGRAM	PROGRAM ITEMS	Dollars in thousands		
		FY 2007	FY 2008	FY 2009
Communications	Administrative Costs (direct)	\$934	\$882	\$997
	FTEs	5	4	4
	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		\$9,338	\$9,273	\$9,961
FTEs		69	79	79