**FOR AGENCY USE ONLY**

**UNITED STATES DEPARTMENT OF AGRICULTURE**

**PURCHASE ORDER**

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**SHIP TO**

Consignee, Address, Zip Code, and Place of Inspection and Acceptance

USDA-NASS-PMX 500-SB
ATTN: SIEFRA NOLAND
1400 INDEPENDENCE AVE., S.W.
WASHINGTON, DC 20250

**PROMOTION**

SEPTEMBER LIVE SHOW PRODUCTION PROMOTION - 9/1/2004
SEPTEMBER LIVESHOW PRODUCTION PROMOTION - 9/2/2004

AS PER THE ATTACHED STATEMENT OF WORK.

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**BILLING OBJECT**

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**CONTRACTING OFFICER**

KATHY NEWTON
216 COMMERCIAL PHONE (Area Code and Number) 313-716 PHONE NO.

**RECEIPT DATE**

RECEIPT COPY 1
Statement of Work - RFD-TV

Objective: To promote the importance of the NASS/ERS Agricultural Resource Management Survey (ARMS) to the farm community with a live call-in program in prime time to increase the reach and frequency of NASS’s outreach efforts from September 2004 through February 2005.

Deliverables: The key deliverables are production and hosting of live interview show, production of two 30-second Public Service Announcements, and promotion of live show including an RFD-TV Magazine article.

1. RFD-TV Live Production and airing
   - RFD shall air twenty 30-second promo spots to promote viewership for September broadcast.
   - RFD shall provide studio, production, crew and host. Max Armstrong or Orion Samuelson (if available) or another host to be mutually agreed.
   - RFD will broadcast and tape live 60 minute program including live viewer phone calls from Nashville, TN at NorthStar Studios on September 20, 2004 at 8:00 PM eastern time.
   - Program shall receive 4 additional airings for a total of 5 airings in prime time across US time zones.
   - RFD shall provide NASS with 50 VHS copies of the program.

2. Public Service Announcements (PSA's) Production and airing
   - Following the live program, RFD shall record two 30-Second PSA’s about the Agricultural Resource Management Survey (ARMS).
   - NASS shall provide the scripts, any video inserts, any guests or presenters.
   - Any post production shall be done by NASS or by RFD for a separate fee.
   - RFD shall air the two PSA’s in rotation during January and February a total of 40 times over a 4 week period leading up to the February repeat of the program.

3. February 2005 Repeat of Program (or optional new live show)
   - RFD shall air twenty 30-second promo spots to promote viewership for February broadcast.
   - RFD shall repeat the September program in February 2005 to encourage farmers to participate in the survey.
   - NASS shall have the option for a new live show instead of the February re-broadcast for an additional fee of $10,000.
   - Show will have 5 airings in February to cover prime time across US time zones.

4. RFD-TV ‘The Magazine’ Article - Jan/Feb 2005 Issue
   - RFD shall include a one-page feature article on the Agricultural Resource Management Survey (ARMS) in the Jan/Feb issue of the magazine if NASS provides the editorial and photos no later than November 25, 2004.