<table>
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<th>Item</th>
<th>Description</th>
<th>Budget Object</th>
<th>ACC Line</th>
<th>Quantity</th>
<th>Unit Issue</th>
<th>Unit Price</th>
<th>Amount</th>
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<tbody>
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<td>1</td>
<td>Renewal of National Farm Broadcasters Service, including interviews, editing, interviews and distribution of conservation stories.</td>
<td>1</td>
<td>yr</td>
<td>$13,533</td>
<td>$13,533</td>
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For additional information, please contact:

Terry Bish/Mary Cressel  202-720-3210

Terry Bish, Director, CCS  

Signature of Authorized Representative

Recommended Source(s) (If necessary, use attachment):

National Association of Farm Broadcasters

P.O. Box
Platte City, MO 64079

416-431-4032
The National Farm Broadcast Service (NFBS) is a member service of the National Association of Farm Broadcasters (NAFB). It is an Internet-based rural, agricultural and food-related news delivery service that reaches all members of NAFB - all of whom, by virtue of their membership, have a documented commitment to reaching and communicating with U.S. agricultural producers. 101 broadcast-entities - including 37 broadcast networks - are NAFB members. These broadcast entities serve roughly 2,000 radio stations coast-to-coast with agricultural programming.

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

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

Conduct interviews with NRCS personnel as designated by NRCS.

Edit those interviews into audio soundbites useable by farm broadcasters.

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

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

Distribute completed audio press releases with soundbites through NFBS.

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

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

-Total audio press releases to be created and distributed during specified time frame: 16
-Total usage reports to be completed and furnished to NRCS during specified time frame: 16
-Total cost per audio release/usage report: $827.00

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