

For: FSA Offices

Preparing FSA Program Information Materials and Photos for Clearance and Approval

Approved by: Administrator



1 Overview

A Background

FSA's Public Affairs Branch (PAB) uses a document review and approval process for input from stakeholders and tracking the development, review, edits, versions, and recommendations of FSA documents. As a document is routed (electronically), it is also monitored from person to person.

All FSA offices are required to use the clearing and approving process when drafting FSA program informational materials. This process is designed to ensure that all drafted text and photographs used in FSA program informational materials are properly submitted, reviewed, cleared, and approved through FSA's Public Affairs Branch, the Office of the Secretary (OSEC), and USDA's Office of Communications (OC).

B Purpose

This notice provides the process for clearing and approving FSA program informational material.

C Contact

For questions about this notice, contact Kent Politsch by either of the following:

- e-mail to **kent.politsch@wdc.usda.gov**
- telephone at 202-720-7163.

Disposal Date

May 1, 2017

Distribution

All FSA Offices; State Offices relay to County Offices

2 Policy

A FSA Program Informational Materials

To ensure quality control and consistency of USDA's message, **all drafted text and photos used** in FSA program publications and on FSA displays and exhibits, to which the public has access, including but not limited to brochures, displays/exhibits, postcards, and posters, must be reviewed, cleared and approved internally through FSA and externally through OSEC, OC, and if needed, by other agencies if text includes their agency's program information.

Note: Past cards mailed by County Offices announcing program information that has already been cleared by OEA are excluded from this requirement.

All deputy program areas are required to work with PAB **before** submitting requests to the Graphics Team when drafting FSA informational material as listed above, including USDA publications that mention any FSA program for which FSA has to review and approve text.

Material must be cleared first by the originating deputy program area using FSA-464 (Exhibit 1) before submitting it to PAB for further internal clearance. If photographs of non-government personnel or quotations from non-government personnel are submitted as part of the documentation, a signed FSA-463 (Exhibit 2) must be submitted also.

Once the originating office has cleared the document, PAB is responsible for working with **part of PAB**, OSEC, OC, and MSD to continue the clearance process.

Note: The Graphics Team will **not** begin design or layout for FSA program informational materials until the program material has been completely cleared by FSA, OSEC, and OC. This reduces the number of changes the graphic designers have to make before producing a final product. Materials must be submitted at least 2 weeks in advance before the date the materials are needed.

The Graphics Team will provide the credit source for each photograph used in FSA program information materials, after design and layout is completed.

B Clearing and Approving Outside Publications or Program Informational Materials

Any outside publication or informational material in which FSA contributes program information or services must follow the same clearance and approval policy, and be reviewed and approved by the following individuals in FSA for internal clearance:

- program contact (usually the person who drafted the information material, is the subject matter expert, or in charge of answering questions concerning the information material)
- Deputy Administrator
- PAB Chief

2 Policy (Continued)

B Clearing and Approving Outside Publications or Program Informational Materials (Continued)

- OEA Director
- Administrator
- editor/writer.

3 Procedure

A Preparing FSA Program Informational Materials and Photos for Clearance and Approval

Drafted text for FSA program information materials must be prepared in Microsoft Word, double-spaced, 12-pitch Times New Roman font, and routed electronically for internal review and clearance using track changes on FSA-464. See Exhibit 1.

Use FSA-464 to submit drafted text to PAB for internal clearance. FSA-464 must include, at a minimum, the contact names of the following individuals for internal clearance:

- program contact (this is usually the person who drafted the information material or subject matter expert or the person in charge of answering questions concerning the information material)
- Deputy Administrator
- PAB Chief
- OEA Director
- Administrator (**PAB will print a copy and hand carry it to the administrator's office**)
- editor/writer.

When applicable, the following individuals may also be included on FSA-464:

- Assistant to the Administrator
- Assistant Deputy Administrator
- Assistant to the Deputy Administrator
- Deputy Director
- Division Director
- Deputy Chief
- Branch Chief.

3 Procedure (Continued)

A Preparing FSA Program Informational Materials and Photos for Clearance and Approval (Continued)

The FSA publications coordinator will assign a publication number to the publication, and submit the cleared text to the Graphics Team for design and layout. The Graphics Team will include the publication number, month and year on the draft copy.

B Factors to Consider for Publication Release Date

It can take 2 to 3 weeks to clear a publication internally through FSA depending on the size and the amount of edits necessary.

The Graphics Team may need at least 2 weeks to design and layout a publication depending on the size. Also, their workload may impact the 2 week timeframe.

OSEC needs at least one week to review, edit and approve a publication, but normally they complete their process in less than a week.

OC's editorial review team needs at least 2 weeks to review, edit and approve documents. However, depending on their workload, it may take longer.

If the total clearance time is not considered, the desired release date of the publication will be delayed.

C Final Preparation for Release of FSA Program Informational Materials

If there are any recommended editorial changes, OC's editorial review team will make the changes on OC-290. If there are editorial recommended changes or clarification requests, the document will not be cleared pending action on the recommended changes or any clarification requests.

If there are no editorial recommended changes or clarification requests, PAB will prepare the final document for publication, printing, and distribution.

MSD will submit the final publication for printing and distribution.

FSA-464, Public Affairs Electronic Document Clearance Sheet

This form is available electronically

FSA-464
(06-22-16)

USDA-FSA

PUBLIC AFFAIRS ELECTRONIC DOCUMENT CLEARANCE SHEET

1. Title	2. Rush: <input type="checkbox"/> YES <input type="checkbox"/> NO
3. Market Sensitive: <input type="checkbox"/> YES <input type="checkbox"/> NO	4. Statutory Release Date: <input type="checkbox"/> YES <input type="checkbox"/> NO
5. Document Type	6. Proposed Issue Date

The attached document is submitted for your review and approval before final release and distribution. After you have reviewed and made any necessary changes to this document, please sign and date this clearance sheet and email it to your point of contact in public affairs. Extra spaces are provided for additional names/offices.

DRAFT DOCUMENT REVIEWED AND APPROVED BY:**PART A – INITIATING OFFICE**

Deputy Program Area Manager/Writer	Date Sent	Signature	Date Signed
	Date Sent	Signature	Date Signed
	Date Sent	Signature	Date Signed
Director	Date Sent	Signature	Date Signed
Deputy Administrator	Date Sent	Signature	Date Signed
	Date Sent	Signature	Date Signed
	Date Sent	Signature	Date Signed

PART B – OTHER REQUIRED REVIEW AND APPROVAL

PAB Chief	Date Sent	Signature	Date Signed
OEAD Director	Date Sent	Signature	Date Signed
Administrator	Date Sent	Signature	Date Signed
Publication Coordinator	Date Sent	Signature	Date Signed

PART C – FINAL REVIEW AND APPROVAL

FFAS/OSEC & OC	Date Sent	Signature	Date Signed
Sent to OC for Review and Approval		File Location	
Date Sent	Time Sent		
Summary of Document			
USDA is an equal opportunity provider, employer, and lender.			

FSA-463, Photograph and Testimonial Consent/Release Form

This form is available electronically.

FSA-463
(06-22-16)

U.S. DEPARTMENT OF AGRICULTURE
Farm Service Agency

**PHOTOGRAPH AND TESTIMONIAL
CONSENT/RELEASE FORM**

A release is not required for photographs or testimonies of public officials, including FSA employees, in the conduct of their official duties.

1A. Originating Name and Address *(Include Zip Code)*

1B. Originating Telephone No. *(Include Area Code)*

1C. Originating Office Fax No. *(Include Area Code)*

Type of consent *(Check all that apply)*:

☐ Photograph Consent

☐ Testimonial Consent

I, _____, hereby consent to the royalty use by the United States Department of Agriculture (USDA) of photograph(s) taken of me by employees/representatives of USDA's Farm Service Agency (FSA), and of any reproduction of the photograph(s) in any form, with editing for clarity full or in part, in any media, for any purpose in connection with USDA, world-wide, free and clear of any claim whatsoever on my part.

(Print name of person this Consent/Release form applies to)

I also consent to the use of my name with the photograph(s) and any testimonial(s) and comment(s) I may have made at the time of the photograph(s), including the editing thereof.

Furthermore, I understand that the photograph(s), testimonial(s) and comment(s) will not be sold by FSA and may be sued alone or in conjunction with other types of printed material, including use on FSA's Internet and Intranet, and in all other means of public display.

I hereby release the United States, its officers, and employees from liability for any violation of any right I may have in connection with the foregoing use.

I hereby waive any right of inspection or approval of the photograph(s) or of the use that may be made of the photograph(s), my name, and my comments.

I hereby waive any right of inspection or approval of the photograph(s) or of the use that may be made of the photograph(s), my name, and my comments.

Parent/Legal Guardian Consent:

Being a/the parent/legal guardian of the minor who executed the foregoing Consent/Release and acting both for myself individually and on behalf of said minor, I hereby consent to the execution of the foregoing Consent/Release by said minor and agree to the provisions thereof

☐ I am of legal age

☐ I am not of legal age *(Must have parent/legal guardian consent)*

2. If signing for minor, relationship to minor:	3. Name of person giving consent:
4. Telephone No. <i>(Include Area Code)</i>	5. Cell No. <i>(Include Area Code)</i>
6. Mailing Address:	7. Fax No. <i>(Include Area Code)</i>
	8. Email Address

9A. Signature *(Person giving consent)*

Date Signed: _____

9B. Signature *(FSA official)*

Date Signed: _____

9C. Title *(FSA official)*

Maintain a copy of this form in the originating office and forward one copy to:

USDA-FSA Public Affairs Branch, 1400 Independence Ave., SW
STOP Code 0506, Room 4074
Washington, D.C. 20250-0506
Fax: 202-720-2979

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