

For: FSA Employees

FSA's Got Talent Poster Contest

Approved by: Acting Deputy Administrator, Field Operations
Acting Deputy Administrator, Farm Loan Programs



Chris P. Beyerhelm

1 Overview

A Background

It is imperative that FSA employees ensure that the public is aware of all FSA programs. Consequently, it is important to develop a comprehensive and consistent approach to marketing of products and services. To that end, FLP is developing a nationwide marketing campaign to be launched at the 2008 Policy Meeting.

As the first step in this marketing campaign, FSA is hosting an "FSA's Got Talent!" poster contest. The winning poster will:

- become the spark to kick off the forthcoming national campaign
- be the foundation of FSA's communications to get the word out at the grass roots level about how FSA can help those who want to own and operate a farm or ranch, reach their goals.

The winning poster will be:

- announced at the 2008 Policy Meeting in December 2008
- distributed to all County Offices for prominent display
- posted on the FSA Internet.

Note: Entries will be accepted from all FSA employees, COC's, and STC's.

Disposal Date	Distribution
December 1, 2008	All FSA employees; State Offices relay to County Offices

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1 Overview (Continued)

B Purpose

This notice informs State and County Offices:

- that FSA is conducting a voluntary poster competition, open to all FSA employees
- of contest rules entrants must follow to be eligible
- the winning poster will be posted on the FSA Internet and distributed for prominent display to all FSA County Offices nationwide.

C Contact

For questions or comments about the poster campaign, contact Kerry Humphrey, Public Affairs Specialist, by either of the following:

- e-mail at **kerry.humphrey@wdc.usda.gov**
- telephone at 202-720-9733.

For questions or comments about the marketing campaign, contact Chris Beyerhelm, Assistant Deputy Administrator for Farm Loan Programs, by either of the following:

- e-mail at **chris.beyerhelm@wdc.usda.gov**
- telephone at 202-720-7597.

2 Contest Rules

A Format and Content

All posters must be attractive and must:

- be able to be opened and viewed on an FSA computer
- include the following:
 - a message that appeals to a diverse group of individuals and entities who want to own and operate a farm or ranch, including beginning farmers, socially disadvantaged farmers, and youths
 - brief information about how FSA can help farmers and ranchers reach their goals.

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2 Contest Rules (Continued)

A Format and Content (Continued)

Only original entries will be considered.

Important: Because the winning poster will be placed on the FSA Internet and printed for use in FSA offices nationwide, entrants **must:**

- include a complete list of the sources of all photographs, if applicable
- not include or make use of copyrighted images.

B Submitting Entries

All entries must be:

- received by **COB October 10, 2008**
- submitted to Kerry Humphrey at **kerry.humphrey@wdc.usda.gov**.

Important: Each entry must include the following:

- designer's name, duty title, organization, address, phone number, and e-mail address
- list of sources for all photographs, if applicable.

The winning poster will become the property of FSA and will be used by State and County Offices nationwide and also placed on the FSA Internet, so consider the audience when designing the poster. By entering this contest, the winner is agreeing to the possibility of their name, organization, and possibly image being used publicly.

C Judging

Posters will be judged on the basis of originality, visual quality, message delivery, and diverse appeal.

The FLP marketing focus group will select the top finalists based on the criteria provided in subparagraph A and an e-mail will be sent to all FSA employees to voluntarily vote for their top choice. The voting period will end COB November 3, 2008. In the case of a tie, the FLP marketing focus group will determine the winner.

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2 Contest Rules (Continued)

D Announcement of Winner

The winning poster will be announced at the 2008 Policy Meeting. The contest winner will be authorized to travel with their State's attendees to the 2008 Policy Meeting being held December 1 through 5, 2008. The winner will assist DAFLP in presenting the poster and explaining its message to the training participants, and have lunch with the FSA Administrator. In addition, a story and spotlight on the winner will be in the December 2008 FSA Courier and will be featured on the FSA Internet.

3 Action

A County Office Action

All County Offices shall prominently display the winning poster.