

For: State and County Offices

Electronic Newsletter Introduction

Approved by: Administrator



1 Electronic Newsletter

A Background

FSA communicates mission-critical information to farmers, ranchers, and landowners through State and county newsletters that are delivered through the mail and passed out at Service Center counters. The estimated annual cost of distributing 4 to 6 newsletters annually to the 1.4 million producers who participate in FSA’s programs is \$2.1 million to \$3.15 million for printing and mailing. The annual fee to host all of FSA’s electronic newsletters is less than \$100,000.

B Purpose

This notice alerts State and County Offices that FSA is rapidly converting its most commonly used form or direct communication to producers, the newsletter, to an electronic format.

C Contact

If there are questions about this notice, State Offices shall contact 1 of the following:

- Kent Politsch, OEA/PAB, by either of the following:
 - telephone at 202-720-7163
 - e-mail at kent.politsch@wdc.usda.gov
- Jeff Kerby, ITSD/Web, by either of the following:
 - telephone at 202-720-1593
 - e-mail at jeff.kerby@wdc.usda.gov
- Deborah Johnson, DAFO/HRMIOS, by either of the following:
 - telephone at 202-720-0067
 - e-mail at deborah.johnson@wdc.usda.gov

Disposal Date	Distribution
January 1, 2012	State Offices; State Offices relay to County Offices

Notice INFO-48

1 Electronic Newsletter (Continued)

D State Office Action

All States will receive instruction and training by the end of FY that will assist with the first phase of the electronic newsletter transition.

Phase 1 will enable State and County Offices to access GovDelivery web tools and build producer address lists for electronic distribution.

Phase 2 will include developing a new standard electronic newsletter format.

Note: Articles and information will be distributed in text format during Phase 1.

State Offices shall:

- encourage producers to volunteer e-mail addresses and cell numbers
- establish a date for GovDelivery training in a timely manner.