

For: State and County Offices

Communications and Public Information Policy

Approved by: Administrator



1 Overview

A Background

1-INFO:

- was obsoleted in July 2007
- provided:
 - policy and procedures for issuing public information on FSA and CCC programs and activities
 - guidance applied to all information sent by National, State, and County Offices to producers, FSA personnel, and the public.

B Purpose

This notice provides interim communications guidance until 1-INFO is revised and reissued, including:

- national and State policies about communication activities
- roles and responsibilities for communication activities
- actions required in State and County Offices.

| | |
|----------------------|--|
| Disposal Date | Distribution |
| January 1, 2014 | State Offices; State Offices relay to County Offices |

Notice INFO-61

2 Communications Guidelines

A Audience

FSA information materials and public affairs activities originate at all levels of FSA for the benefit of:

- producers, including beginning farmers, minorities, and women
- producer groups
- the news media
- partner agencies (Federal, Tribal, State, and local)
- special interest groups
- elected officials (Federal, Tribal, State, and local)
- the general public
- other segments of the public that are affected by or benefit from the proper and efficient administration of assigned programs.

B Related References

The following FSA handbooks provide related guidance:

- 16-AO for public information responsibilities
- 18-AO for civil rights responsibilities
- 5-AS for mail management
- 15-AS for printing and distribution management
- 2-INFO for responding to FOIA requests
- 3-INFO for Privacy Act Operations.

The following provide related guidance:

- Notice INFO-56 describes establishment of FSA Web Services Office (WSO) for support
- Notice INFO-57 for including the nondiscrimination statement (NDS) on documents
- Notice INFO-58 for proper USDA logo usage under “One USDA” strategy
- Notice INFO-60 for using GovDelivery e-mail subscription process.

Notice INFO-61

3 Special Accommodations Statement and NDS

A Special Accommodations Statement

The following full text special accommodations statement is required on printed announcements of all public meetings, seminars, or FSA-sponsored training, farm program, and/or farm loan orientation sessions.

“Persons with disabilities who require accommodations to attend or participate in this meeting/event/function should contact (**person’s name**) on (**voice #**), (**TDD #**), or Federal Relay Service at 1-800-877-8339, and (**e-mail address**) by (**day, date**).”

Note: Font size shall be **no** smaller than 9 point and **must** be clearly legible.

B NDS

The official NDS is issued/updated periodically by the Departmental Office of Civil Rights.

The following is the full text of the most recent NDS issued March 19, 2013, with the statement that “Fact Sheets, publicly distributed Question & Answer sheets, brochures, flyers, and all other publications should include the following”.

“The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual’s income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.) Persons with disabilities, who wish to file a program complaint, write to the address below or if you require alternative means of communication for program information (e.g., Braille, large print, audiotape, etc.) please contact USDA’s TARGET Center at (202) 720-2600 (voice and TDD). Individuals who are deaf, hard of hearing, or have speech disabilities and wish to file either an EEO or program complaint, please contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (in Spanish).

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter by mail to U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.

USDA is an equal opportunity provider and employer.”

Note: Font size shall be **no smaller than the text** and **must** be clearly legible.

For further clarification on using the full text NDS, see subparagraph E.

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3 Special Accommodations Statement and NDS (Continued)

C Shortened NDS for News Releases and Advisories

The following statement, approved by USDA, OC for consistency, **must** be included with all news releases and advisories issued by USDA and its agencies.

“USDA is an equal opportunity provider and employer. To file a complaint of discrimination, write: USDA, Office of the Assistant Secretary for Civil Rights, Office of Adjudication, 1400 Independence Ave., SW, Washington, DC 20250-9410 or call (866) 632-9992 (Toll-free Customer Service), (800) 877-8339 (Local or Federal relay), (866) 377-8642 (Relay voice users).”

Note: Font size shall be **no** smaller than 9 point and **must** be clearly legible.

D Abbreviated NDS for Personalized Correspondence

The following is the approved abbreviated NDS acceptable on letters, memoranda, and responsive correspondence.

“USDA is an equal opportunity provider and employer.”

The approved abbreviated NDS may be used only in the unavoidable instance when there is limited room for text, or if significant text will be lost in an effort to include the full text NDS.

Example: Abbreviated NDS may be used on postcards when space is limited.

Exception: The full NDS, in its entirety, is **required** on appeal letters.

Note: Font size shall be **no** smaller than 9 point and **must** be clearly legible.

E Publications That Require Either the Full or Shortened NDS Text

Publications that require either the full text or shortened NDS include material that is primarily intended to directly inform individual producers or the general public of benefits, rights, and requirements for FSA programs. The full or shortened NDS text should be included in:

- brochures, program aids, and posters
- COC election material
- County Office newsletters
- district newsletters
- program fact sheets
- State Office newsletters.

Note: If space available is too small to permit the full NDS to be included, the text shall, at a minimum, include the abbreviated NDS in print size no smaller than the text.

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3 Special Accommodations Statement and NDS (Continued)

E Publications That Require Either the Full or Shortened NDS Text (Continued)

The abbreviated NDS should be included in or on:

- FSA letterhead
- direct mailings (postcards).

Note: For letterhead usage, the abbreviated NDS shall be in print size no smaller than the text and shall be printed at the bottom of the letterhead.

4 Roles and Responsibilities

A OEA, PAS

OEA, PAS coordinates all activities with the Office of the Administrator, OC, and FSA mission areas, and directs and oversees all aspects of FSA's public information initiatives through:

- communications
- executive secretariat
- FOIA
- legislative affairs
- public affairs for the following:
 - external affairs outreach
 - fact sheets
 - media relations
 - national newsletter (Fence Post)
 - news releases
 - social media (FSA Twitter)
 - Spanish translations and web
 - speeches/testimony/OpEd.

Note: For the purpose of this notice, these OEA, PAS general office roles and responsibilities are condensed. The focus is on the responsibilities of the Regional Public Affairs Specialists (RPAS's) with whom field staff interact directly.

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4 Roles and Responsibilities (Continued)

A OEA, PAS (Continued)

OEA, PAS consists of the following:

- Todd Atkinson, Acting Director, OEA
- Kent Politsch, Chief, PAB
- Isabel Benemelis, Deputy Chief, PAB
- Brenda Carlson, Lead RPAS
- Mike Kaufman, RPAS
- Paul Lehman, RPAS
- Murray Dale Watts, RPAS
- Tanya Brown, Writer/Editor
- Latawnya Dia, Public Affairs Specialist
- John Jefferson, Public Affairs Specialist
- Debbie O'Donoghue, Public Affairs Specialist.

B RPAS's

OEA, PAS has been reorganized to include four RPAS's, 1 of whom is the lead RPAS. Each RPAS has the following specific State assignments:

- Brenda Carlson, Lead RPAS, coordinates RPAS activity as liaison between OEA and the field, and provides direct public affairs assistance in the Central Region that includes Colorado, Illinois, Iowa, Kansas, Missouri, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, and Texas, and is available by either of the following:
 - e-mail to **brenda.carlson@tx.usda.gov**
 - telephone at 979-680-5213
- Paul Lehman, RPAS, provides direct public affairs assistance in the West Region that includes Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming, and is available by either of the following:
 - e-mail to **paul.lehman@ca.usda.gov**
 - telephone at 530-792-5537
- Murray Dale Watts, RPAS, provides direct public affairs assistance in the Southeast Region that includes Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, and the Virgin Islands, and is available by either of the following:
 - e-mail to **murray.watts@tn.usda.gov**
 - telephone at 931-368-0252, extension 116

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4 Roles and Responsibilities (Continued)

B RPAS's (Continued)

- Mike Kaufman, RPAS, provides direct public affairs assistance in the Northeast Region that includes Connecticut, Delaware, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia, and Wisconsin, and is available by either of the following:
 - e-mail to **mike.kaufman@oh.usda.gov**
 - telephone at 614-255-2442.

RPAS's are responsible for the following:

- assisting SED's and STC's by coordinating activities of communications teams comprised of, at minimum, the executive or administrative officer, communications coordinator (CC), GovDelivery group administrator, farm loan marketing coordinator (FLMC), FOIA officer, State Web director, State Web content manager, and State outreach coordinator (SOC) to develop and implement public affairs programs to provide mass media and the public with information on aspects of FSA programs and policy
- analyzing and evaluating State communication needs and recommending actions to effectively reach affected public audiences and employees
- analyzing potential State target audiences and assisting SED's, CC's, SOC's, and FLMC's in developing and implementing related communication campaigns
- serving as a technical expert in public affairs and providing State communication training and oversight
- assisting in the proper usage the GovDelivery e-mail communication system and providing/conducting training on GovDelivery for users, as required
- working with National Office program areas to develop, refine, and implement National communication campaigns
- working with SED's and the State communications team to develop State communication plans
- working with SED's and CC's to fully implement the new "One USDA" logo mandate at the State and county level
- evaluating the effectiveness of existing State and County Office communication plans, techniques, and goals, as applicable
- assisting in State media campaigns by drafting news releases, feature articles, and other communication tools to explain FSA programs

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4 Roles and Responsibilities (Continued)

B RPAS's (Continued)

- encouraging State CC's to report weekly on media activities and special events at the OEA SharePoint site
- serving as liaison between SED's and OEA in matters about public affairs, FSA communication goals, and issue management
- serving as liaison between SED's and WSO in web-related matters including usage of the SiteImprove tools to maintain accuracy and avoid broken hyperlinks
- serving as liaison between State and county GovDelivery content providers and WSO and providing training and oversight in matters about GovDelivery implementation and quality control
- producing, in consultation with OEA, materials such as brochures, fact sheets, and other publications specific to the State where needed
- coordinating State visits by USDA or FSA officials and visiting dignitaries, as well as other high-profile events.

C STC's

Each STC, through their respective SED, shall:

- provide information on FSA policies and commodity programs on a nondiscriminatory basis to:
 - producers and the general public
 - general and minority media within the State
- emphasize public affairs activities that provide necessary policy and program explanations.

D SED's

Each SED shall:

- designate and oversee a communications team in each State, comprised of at least the executive or administrative officer, CC, GovDelivery group administrator, SOC, FLMC, State Web director, State Web content manager, eGov coordinator, and FOIA officer

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4 Roles and Responsibilities (Continued)

D SED's (Continued)

- delegate to CC, the authority to distribute information materials to County Offices and State news media
- supervise CC to ensure that State public affairs programs receive high priority
- designate a State Web content manager to manage and oversee all web activities for the State using FSA-30.

Note: The State Web content manager shall complete and submit FSA-30 to WSO.

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4 Roles and Responsibilities (Continued)

D SED's (Continued)

The following is an example of FSA-30.

| | | | |
|--|---------------------------------|--|------------------------------|
| This form is available electronically. | | | |
| FSA-30 (08-08-13) | | U.S. DEPARTMENT OF AGRICULTURE Farm Service Agency | |
| FSA ORACLE USER ACCESS REQUEST FORM | | | |
| This form is used to request specified access to add/remove user privileges to/from the FSA Oracle Content Management System for the Public FSA Website. The request for authorization must be authorized by the Account Administrator or by someone higher in the reporting chain for the account or unit. This form should be completed and submitted through AskFSA Internal (https://askfsainternal.custhelp.com) | | | |
| PART A – REQUEST SUBMITTED BY | | | |
| 1. NAME (Include First and Last Name) | 2. E-MAIL ADDRESS (Work) | 3. CONTACT TELEPHONE NO. (Include Area Code) | 4. REQUEST DATE (MM-DD-YYYY) |
| PART B – USER INFORMATION | | | |
| 5. USER NAME (Include First and Last Name) | 6. LEVEL II eAUTHENTICATION ID | 7. CONTACT TELEPHONE NO. (Include Area Code) | |
| 8. USER'S E-MAIL ADDRESS (Work) | 9. POSITION TITLE | 10. OFFICE NAME AND ADDRESS | |
| 11A. SUPERVISOR'S NAME | 11B. SUPERVISOR'S EMAIL ADDRESS | 11C. SUPERVISOR'S TELEPHONE NO. (Include Area Code) | |
| PART C – DATA ACCESS – The roles listed below have a standard set of rights (Role Descriptions): | | | |
| 12. INDICATE APPROPRIATE REQUEST ROLE (Check one): <input type="checkbox"/> EDITOR (Editor has read, write, and delete rights) <input type="checkbox"/> REVIEWER (Reviewer has read rights only) <input type="checkbox"/> WEB DIRECTOR (Web Director has read, write, delete, administrative, and publish rights) | | 13. INDICATE APPROPRIATE REQUEST TYPE (Check One): <input type="checkbox"/> ADD ACCOUNT <input type="checkbox"/> DELETE ACCOUNT | |
| 14. WEB PAGES USER WILL BE RESPONSIBLE FOR UPDATING: | | | |
| PART D – APPROVING OFFICIAL | | | |
| 15A. NAME OF APPROVAL OFFICIAL | 15B. TITLE | 15C. DATE SUBMITTED | |
| 16. INDICATED APPROPRIATE APPROVAL/DISAPPROVAL ACTIONS (Check one): <input type="checkbox"/> APPROVAL <input type="checkbox"/> DISAPPROVAL | | 17. PERSON TO NOTIFY AUTHORIZATION HAS BEEN GRANTED | |
| <p><small>The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.) Persons with disabilities, who wish to file a program complaint, write to the address below or if you require alternative means of communication for program information (e.g., Braille, large print, audiotape, etc.) please contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). Individuals who are deaf, hard of hearing, or have speech disabilities and wish to file either an EEO or program complaint, please contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (in Spanish).</small></p> <p><small>If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter by mail to U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov. USDA is an equal opportunity provider and employer.</small></p> | | | |

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4 Roles and Responsibilities (Continued)

E DD's

Each DD shall ensure that:

- County Offices maintain effective relations with:
 - local partner agricultural agencies
 - other information media, including media with minority group audiences
 - print and broadcast media
 - producers and producer groups
- County Offices appoint and train GovDelivery topic administrators, and use GovDelivery properly and at the recommended frequency to more effectively communicate with producers, stakeholders, and other interested parties
- County Offices are adding to their GovDelivery subscription list by effectively marketing the free service at every opportunity
- internal and external audiences, including minority, female, or persons with disabilities, receive full information on programs, policies, and committee elections.

F State CC's

Each State CC, under supervision of their respective SED, shall:

- work closely with RPAS and the State communications team to annually identify State needs for communication training, communication tools, and products
- work with the State communications team to develop an annual State communications plan that addresses and complements FSA communications goals for that year
- work closely with RPAS and the State communications team to implement Statewide public affairs procedures and techniques to distribute FSA information to producers, news media, industry organizations, and other interested individuals
- serve as the State point-of-contact for County Office submissions of newsletters, news releases, and locally published FSA program information
- work closely with RPAS to ensure that each County Office has an appropriate GovDelivery topic administrator appointed and fully trained, and that the GovDelivery e-mail communication system is used correctly and at the proper frequency
- maintain archives of FSA-produced newsletters and/or articles about FSA, and photos depicting FSA and agricultural activity in the State.

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4 Roles and Responsibilities (Continued)

G GovDelivery Group Administrators

GovDelivery group administrators shall:

- ensure that each county in the State has an effective GovDelivery topic administrator appointed
- evaluate performance of topic administrators and provide guidance and training as necessary
- improve the county's GovDelivery subscription list by ensuring that the County Office front counter has subscription materials, and by ensuring that staff asks every producer on the phone or in the office if they have subscribed.

H GovDelivery Topic Administrator

The GovDelivery topic administrators shall:

- compile and edit text for Welcome letters as needed, newsletters once a month, and bulletins on a schedule no more than 2 per month
- observe the key standards for newsletter and bulletin design and content.

I SOC's and County Outreach Coordinators

SOC's and county outreach coordinators roles are part of the FSA program delivery system and assist FSA in serving farmers and ranchers. Although FSA State Offices must tailor local outreach efforts to constituents' needs that may vary from region to region and county to county, all SOC's and county outreach coordinators **must** perform outreach that is similar in quality and quantity, if not identical in content.

SOC's and county outreach coordinators shall:

- adhere to all required public information policies when communicating USDA program and event information to potential producers, stakeholder groups, USDA partners, and interested individuals
- disseminate all program information provided by communication coordinators and RPAS to potential producers, stakeholder groups, USDA partners, and individuals.

Note: The roles and responsibilities of outreach coordinators are outlined in 22-AO.

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4 Roles and Responsibilities (Continued)

J FLMC's

Each FLMC shall:

- work with RPAS and the State communications team to develop and implement State FLMC plan to distribute information to producers, news media, industry organizations, and other interested individuals on FSA loan programs
- serve as the point-of-contact for marketing and branding training for FLP staff
- develop tools to promote FLP's brand mission and brand promise, and establish FLP as the "lender of first opportunity" in the minds of lenders and borrowers
- ensure special focus on the new Microloan Program for underserved areas, beginning farmers, and small producers.

K State Web Content Managers and Web Directors

Each State Web content manager and Web director, under supervision of SED's, shall:

- maintain archives of FSA-produced newsletters and/or news articles about FSA, and photos depicting FSA and agricultural activities posted on the State Office web site
- post and maintain State news releases, State Office newsletters, and State events in the Web Content Management System
- review periodic state web site "SiteImprove" reports from the national Web manager and perform corrections and improvements to the site, as specified, including correcting spelling and repairing broken hyperlinks
- create and maintain current and appropriate content for State home pages and State programs pages
- review content on a bi-monthly basis and replace old content with fresh content
- serve as liaison with the National WSO to implement FSA Style Guide changes, FSA web policy changes, and training for new program applications on State Office web sites and new employees.

4 Roles and Responsibilities (Continued)

L State FOIA Officers

Each State FOIA officer shall:

- ensure that FOIA requests filed at State and County Offices are tracked in FOIA-CAP and responded to in a timely manner according to 2-INFO
- attend monthly FOIA conference-call meetings with the national FOIA officer to participate in program discussions, receive FOIA training, and provide status updates on overdue FOIA requests
- provide training to County Offices on FOIA issues, as needed
- report FOIA requests filed by the media, to the National Office, on a weekly basis for inclusion in the Weekly Activity Report
- identify “frequently requested records” under FOIA to facilitate efforts to make them available to a broader spectrum of the public.

M CED’s and FLM’s

Each CED and FLM shall:

- in consultation with DD, identify key messages and target audiences
- develop and maintain effective relations with local press, radio, television, and other information media, including media with SDA group audiences
- work with local agricultural organizations, county agricultural agents, county agricultural commissioners, universities, cooperative extension representatives, partner agencies, and others who may have an interest in FSA programs
- as required by State Office policy, issue newsletters making producers aware of agricultural programs and program deadlines, and directing producers to contact County Office staff for complete program details
- localize and distribute news releases to local media
- watch for opportunities to develop original news releases, human interest and feature stories, and other public information materials, and contact RPAS or CC for assistance in developing these leads
- ensure that appropriate staff is appointed as County Office GovDelivery topic administrator, GovDelivery topic administrator is fully trained, and that GovDelivery tools are being used correctly at the proper frequency

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4 Roles and Responsibilities (Continued)

M CED's and FLM's (Continued)

- use opportunities to market the Microloan Program to new, smaller, and underserved farmers, including scheduling presentations to farm groups, leaving information with other agricultural agency offices in their area, and informing their key guaranteed loan partners.

5 Media Relations

A Point-of-Contact for Nationally Significant Issues

Media inquiries of national significance shall be directed to RPAS assigned to the respective State, who will forward the inquiry to OEA or OC, as appropriate.

Major market media print and broadcast outlets include, but are **not** limited to the following:

- 60 Minutes
- ABC 20-20
- Chicago Tribune
- Dallas Morning News
- Los Angeles Times
- National Public Radio
- NBC Dateline
- New York Times
- Washington Post.

B Point-of-Contact for Major Market Media Inquiries

State and County Office employees shall direct media inquiries from major market media to RPAS assigned to their State, who will respond to the inquiry or forward to the appropriate contact. For issues that are potentially controversial at the local level, media inquiry directives will be provided by the State Office.

Notice INFO-61

6 FSA-463's

A Using FSA-463's

FSA-463 (subparagraph B) is an acknowledgment that FSA has a person's permission to use his or her photograph and/or testimony in publications and other informational material.

FSA-463 **must** be obtained when photographing and/or interviewing either of the following:

- private citizens, if there is a chance the material will be used in a publication or on the FSA web site

Note: Is **not** necessary if the person is **not** recognizable.

- minors.

Note: The signature of a parent or legal guardian is **required** on FSA-463.

FSA-463 is **not** required for photographs or testimony of public officials including FSA employees in the conduct of their official duties.

Copies of FSA-463 for photography and testimony will be maintained at the State and County Office for future reference. A copy **must** be forwarded to RPAS.

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6 FSA-463's (Continued)

B Example of FSA-463

The following is an example of FSA-463.

| | | | |
|--|--|---|--|
| <p>This form is available electronically.</p> <p>FSA-463 U.S. DEPARTMENT OF AGRICULTURE (08-08-13) Farm Service Agency</p> <p align="center">PHOTOGRAPH AND TESTIMONIAL CONSENT/RELEASE FORM</p> | | | 1A. Originating Name and Address <i>(Include Zip Code)</i> |
| | | 1B. Originating Telephone No. <i>(Include Area Code)</i> | |
| | | 1C. Originating Office Fax No. <i>(Include Area Code)</i> | |
| <p><i>A release is not required for photographs or testimony of public officials including FSA employees in the conduct of their official duties.</i></p> | | | |
| <p>2(a) _____, hereby consent to the royalty-free <i>(Print name of person this Consent/Release form applies to)</i></p> <p>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.</p> <p>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.</p> <p>Furthermore, I understand that the photograph(s), testimonial(s) and comment(s) will not be sold by FSA and may be used 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.</p> <p>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.</p> <p>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 comment(s).</p> <p>(b) <input type="checkbox"/> I am of legal age.</p> <p>(c) <input type="checkbox"/> I am NOT of legal age <i>(Must have parent/legal guardian consent. See Note below).</i></p> <p>(d) Type of consent (Check all that apply): <input type="checkbox"/> Photograph Consent <input type="checkbox"/> Testimonial Consent</p> | | | |
| <p><i>NOTE: I am a/the parent/legal guardian of the minor who executed the foregoing Consent/Release. 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></p> | | | |
| (e) If signing for minor, relationship to minor: | | | |
| (f) Name of Person giving consent <i>(please print)</i> : | | | |
| (g) Mailing Address: | | | |
| (h) Telephone No. <i>(Include Area Code)</i> | (i) Fax No. <i>(Include Area Code)</i> | (j) Email Address | |
| (k) Signature <i>(Person giving consent)</i> | | (l) Date Signed | |
| 3A. FSA Official Signature | 3B. FSA Official Title | 3C. Date Signed | |
| <p align="center">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 3624, Washington, D.C. 20250-0506 Fax: 202-720-2979</p> | | | |
| <p><small>The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.) Persons with disabilities, who wish to file a program complaint, write to the address below or if you require alternative means of communication for program information (e.g., Braille, large print, audiotape, etc.) please contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). Individuals who are deaf, hard of hearing, or have speech disabilities and wish to file either an EEO or program complaint, please contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (in Spanish).</small></p> <p><small>If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter by mail to U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov. USDA is an equal opportunity provider and employer.</small></p> | | | |

Notice INFO-61

7 Communication Tools

A Media Advisories

Media advisories are similar to press releases, except are shorter and provide information to the press in advance of newsworthy events such as conferences, campaigning activities, speeches, and meetings. Media advisories are sometimes called Media Alerts or Media Invitations, and are **not** for publication.

All media advisories will be prepared and issued to County Offices by OEA and/or RPAS, as applicable. County Offices shall timely forward to local media outlets.

B News Releases

News releases announce publicly and in a timely manner, the following types of commodity and credit program decisions and provisions:

- COC election information
- commodity purchases and sales
- effective dates
- emergency assistance
- program changes
- sign-up deadlines
- other provisions of interest or concern to agricultural producers and the general public.

County Offices shall timely issue news releases provided by the National and/or State Office as directed.

C Public Service Announcements (PSA's)

PSA's or community service announcements are noncommercial advertisement developed for print and/or broadcast media.

PSA's will be prepared and issued to County Offices by OEA and/or RPAS, as applicable. County Offices shall timely forward to local media outlets.

Note: PSA's are **not** paid advertisements. FSA is **not** authorized to pay for advertisement print space or air time for promoting FSA or its programs.

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7 Communication Tools (Continued)

D E-Mail Communication

To maintain effectiveness and efficiency, e-mail communication by all FSA staff shall be professional in content and form, with attention to the following areas:

- spelling errors should be avoided by user's attention and activating spell check in Microsoft Outlook
- "Chain Letters" and viral non-essential social media content shall **not** be shared
- signature blocks at the end of e-mails are recommended to clarify return contact information such as job title, phone number, and unique e-mail addresses
- extraneous and distracting decoration is **not** permitted on any e-mail or signature blocks, including shaded or toned backgrounds, artwork, animations, motivating quotes, or slogans
- effective immediately, County Offices shall no longer maintain e-mail addresses or communicate with producers using Microsoft Outlook e-mail distribution lists, because FSA has no way to ensure the protection of producer e-mail addresses or related information.

Note: GovDelivery, MIDAS, and/or similar authorized electronic communication shall be used, because they have safeguard measures in place to protect producer contact information.

8 Published News Articles

A Submitting Articles to the National Office

State Offices shall provide an online link, or convert hardcopy articles to an electronic format, and submit relevant published news articles to OEA through RPAS.

RPAS shall compile published news articles as submitted by State Offices and submit to OEA, as appropriate.

B Submitting Articles to the State Office

County Offices shall submit copies of published news articles to their State CC when articles meet any of the following criteria:

- originated from a press release issued by the National, State, or County Office
- directly about FSA's mission areas
- specifically identified FSA and/or FSA employee.

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9 GovDelivery Newsletters and Bulletins

A State Office

RPAS shall issue suggested County Office newsletter article compilations on a monthly basis to assist County Offices in developing their respective newsletters through GovDelivery and when print funds are provided.

B County Office

County Offices shall publish and distribute GovDelivery newsletters on a monthly basis, **except** in States where published by the State Office. County Offices shall submit newsletters monthly by e-mail to their respective State Web director for placement on the State web site.

10 FSA Publication Distribution and Requests

A Brochures and Other Materials

County Offices shall make requests for brochures, pamphlets, posters, and related public information materials by submitting a completed FSA-159 through the State Office. State Offices will then process FSA-159 accordingly.

B Exhibits and Displays

All requests for exhibits, displays, and related materials from State and County Office employees shall be directed to State CC.