

For: State and County Offices

Distributing Public Affairs Branch (PAB) Brochures to State Offices

Approved by: Acting Administrator

Chris P. Beyershelm

1 Overview

A Background

USDA has been mandated to reduce printing by 34 percent; therefore, FSA is only printing materials considered mission critical. In an effort to minimize wasteful printing, the Office of External Affairs (OEA), PAB, and Management Services Division (MSD), Information Management Branch (IMB) have agreed to move to a quarterly on demand printing of PAB publications originating from and cleared by OEA.

PAB has identified 11 brochures that have been printed and shipped to State Offices. Additional quantities of these brochures may be ordered on a quarterly basis using the process outlined in this notice.

B Purpose

This notice provides:

- a list of the brochures for the initial distribution
- guidance about the initial distribution of brochures
- the process for re-ordering brochures.

2 Brochure Distribution and Re-Order Instructions

A Initial Distribution

Initially, a predetermined quantity of 11 brochures (subparagraph B) will be printed and shipped to State Offices. State Offices can further distribute as determined appropriate for each State’s respective needs. After the initial distribution, State communications coordinators (CC’s) can submit orders on a quarterly basis using the OEA SharePoint order form at <https://sharepoint.fsa.usda.net/mgr/OEA/Lists/brochureorder/AllItems.aspx>.

Note: Only OEA employees, SED’s and State CC’s have access to the OEA SharePoint page. All others will receive an error message if you attempt to access.

Disposal Date	Distribution
October 1, 2017	State Offices; State Offices relay to County Offices

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2 Brochure Distribution and Re-Order Instructions (Continued)

B Available Brochures

The following brochures are currently available:

- ACRSI Brochure, FSA-BR-10
- Farm Storage Facility Loan, FSA-BR-15
- 4 Steps to Get Started with FSA, FSA-BR-07
- FSA Student Employment, FSA-BR-04
- FSA Veteran Recruitment, FSA-BR-05
- GovDelivery, FSA-BR-17
- New Farmers Brochure, FSA-BR-03
- Organic Farming, FSA-BR-08
- Noninsured Crop Disaster Assistance, FSA-BR-19
- Veterans Hiring Authority, FSA-BR-06
- Volunteer for FSA, FSA-BR-11.

C Instructions for State Offices to Distribute and Re-Order Brochures

State Offices shall distribute and re-order brochures according to the following:

- upon receipt of the initial shipment of printed materials, State CC's will distribute to County Offices, stakeholders, etc.
- requests for additional printed copies will be submitted on a quarterly basis in January, April, July, and October by the State CC using the online ordering form (Exhibit 1) on the OEA SharePoint site according to subparagraph A
- as new brochures are developed, an initial quantity will be printed and shipped to State Offices. Subsequent quantities can be ordered on a quarterly basis according to this notice.

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2 Brochure Distribution and Re-Order Instructions (Continued)

D Contacts

For questions about design, supply, and reorder, contact one of the following in OEA:

- Janet Connelly by either of the following:
 - telephone at 202-690-3532
 - e-mail to **janet.connelly@wdc.usda.gov**
- Julie Polt by either of the following:
 - telephone at 202-720-3934
 - e-mail to **julie.polt@wdc.usda.gov**
- Brenda Carlson by either of the following:
 - telephone at 979-680-5213
 - e-mail to **brenda.carlson@tx.usda.gov**.












For questions about printing and distribution, contact either of the following in MSD:

- Alita Jordan by either of the following:
 - telephone at 202-694-5059
 - e-mail to **alita.jordan@wdc.usda.gov**
- Angela Coln by either of the following:
 - telephone at 202-772-9019
 - e-mail to **angela.coln@wdc.usda.gov**.

Brochure Request Online Ordering Form

State Brochure Order Form

Select Your State:

Brochure Title	Brochure Number	Thumbnail	Quantity Ordered
4 Steps to Get Started with FSA	FSA-BR-07		<input type="text"/>
Farm Storage Facility Loans	FSA-BR-15		<input type="text"/>
Federal Volunteers	FSA-BR-11		<input type="text"/>
GovDelivery	FSA-BR-17		<input type="text"/>
New Farmers and Ranchers	FSA-BR-03		<input type="text"/>
Noninsured Crop Disaster Assistance	FSA-BR-19		<input type="text"/>
Organic Farming	FSA-BR-08		<input type="text"/>
Streamlined Crop Reporting – ACRSI	FSA-BR-10		<input type="text"/>
Student Employment and Internships	FSA-BR-04		<input type="text"/>
Veterans: Federal Government Hiring Authority	FSA-BR-06		<input type="text"/>
Veterans: Thank You For Your Service	FSA-BR-05		<input type="text"/>