

RD AN No. 3982 (2015-B)

April 20, 2004

SUBJECT: Implementation of Rural Development's Authority to Fund Promotional Activities

TO: Rural Development State Directors
National Office Officials

ATTN: All USDA Rural Development Employees

PURPOSE/INTENDED OUTCOME:

The Consolidated Appropriations Resolution Act, which provided funding for USDA Programs for Fiscal Year 2004, included language for the first time that authorizes Rural Development to use Salary and Expense funds for "...advertising and promotional activities that support the Rural Development mission area." This authority has been sought for a number of years and it, along with the marketing plan being developed for Rural Development, will help us effectively provide outreach for Rural Development's programs.

While the authority is broad and offers Rural Development the opportunity to be creative, it is important that we implement the authority in a prudent manner that ensures we are reaching the desired target audience in an efficient and cost-effective manner. To do otherwise could jeopardize our ability to retain this authority through future appropriation bills. The purpose of this memorandum is to establish guidelines to help the Administrators and State Directors in the implementation of an effective marketing program.

Rural Development has selected a marketing contractor, Osborn and Barr, to assist in the development of a marketing plan which will include, among other things, a Rural Development logo, tagline, Public Service Announcements (PSA), trade show exhibits, business cards, and letterhead. Our new statutory authority will be used to implement the marketing initiatives being developed on our behalf.

EXPIRATION DATE:
September 30, 2004

FILING INSTRUCTIONS:
Preceding RD Instruction 2015-B

COMPARISON WITH PREVIOUS AN:

None

IMPLEMENTATION RESPONSIBILITIES:

The following is a summary of the primary promotional activities likely under this authority and the guidelines for each:

Purchase of promotional items (pens, notepads, key rings, mouse pads, business cards, etc.) to be given to the public at meetings and events reaching a particular audience on behalf of USDA Rural Development.

- Items will bear the name “USDA Rural Development”, the approved logo and/or the approved tagline per the published Graphics Standards, which can be located on the Intranet at: <http://teamrd.usda.gov/rd/lapas/marketplace.htm>.
- Agency names will not be used on the promotional items nor will State-specific emblems, logos or taglines. Items can be tailored to include agency/state office address, phone number, e-mail address, etc.
- The selection of the specific items will be at the discretion of the Administrator and State Director, and the cost of the items will be borne from their Salary and Expense budget.

Purchase of advertising in newspapers, magazines, radio, or television on behalf of USDA Rural Development.

- Purchased advertisement is discouraged as it is expensive and may not be the most effective method to reach the targeted audience.
- Purchased advertising may jeopardize the willingness of local newspapers, radio and TV stations to run PSA announcement, Notices Of Funding Availability and press releases.
- Prior approval of the Director of the Legislative and Public Affairs Staff (LAPAS) is required for any paid advertisement.

Participating in trade shows and sponsoring public events on behalf of USDA Rural Development.

- Funds can be used to purchase space for a USDA Rural Development booth at trade shows and other public events.
- Trade show exhibits are maintained for nationwide use by LAPAS. Agencies and states can use their funds to develop their own trade show exhibit, but its design must be consistent with the national marketing messages and designs.
- Agencies and states may sponsor an event if there is a clear connection to one or more of our programs and the majority of the other sponsors are other public agencies. The sponsorship cannot be interpreted as an endorsement of the entity hosting the event. Sponsorship should not be considered if the event is primarily a commercial activity.

Questions related to the above guidelines, or marketing issues not covered by these guidelines, should be directed to the Director of LAPAS at (202) 720-1019.

/S/ by Sherie Hinton Henry

SHERIE HINTON HENRY
Deputy Administrator
for Operations and Management