

UNITED STATES DEPARTMENT OF AGRICULTURE RURAL
DEVELOPMENT HARRISBURG, PENNSYLVANIA

TO:		ISSUE NO. 304
State Office	STATE PROCEDURE	
Area Offices	NOTICE	DATE: 6-18-07

RURAL DEVELOPMENT MANUAL CHANGE

PA Instruction 2015-B

GENERAL: The “Pennsylvania Communication Plan” has been developed by the Pennsylvania Public Information Coordinator (PIC). This “Pennsylvania Communication Plan” replaces the “Pennsylvania Communication Plan” that was issued by PA PN No. 272 in April 2003. The “Plan” is to be used as a guide by employees to disseminate program information.

REMOVE: PA PN 272, PA Communication Plan (April 2003)

INSERT: PA PN 304, PA Communication Plan (June, 2007)

USDA RURAL DEVELOPMENT

**PENNSYLVANIA
COMMUNICATION
PLAN**

PA PN # 304
June 18, 2007
Gary H. Groves, State Director
Rosemarie Massa, Public Information Coordinator

Forward

This communication plan is intended to assist Pennsylvania Rural Development employees who are involved in contacting the public to promote Rural Development's programs. The goal of these efforts should be to inform the public of services provided by Rural Development and increase awareness statewide of Rural Development funding programs and the technical assistance available in community development.

We must ensure that each rural resident, regardless of race, color, religion, sexual orientation, disability, or gender, is aware of USDA Rural Development's programs and of his or her own individual eligibility for such programs. Therefore, we must effectively reach our customers with services in languages and formats appropriate for them. The Spanish speaking public may be directed to the national website at <http://www.rurdev.usda.gov/rd/espanol.html> .

The Pennsylvania Communication Plan is a "living document", and changes and revisions may be made whenever needed. It was adapted from the National Office's version and has been rewritten for Pennsylvania Rural Development employees.

Table of Contents

Who We Are	Page 5
Civil Rights	Page 6
Coordination with Other Organizations:	
LAPAS	Page 7
Other USDA Agencies	Page 7
RD Contacts	Page 8
Conference Attendance	Page 8
Members of Congress	Page 9
Public Information Responsibilities	Page 10
Public Service Announcements & Outside Organizations	Page 11
Public Service Announcement News Release Process	Page 11
Media Advisory	Page 12
News Releases	Page 13
Checklist of Information to Include in a News Release	Page 14
News Release Example	Page 15
Event Planning	Page 16
Tips for Holding Events	Page 17
Media Inquiries	Page 18 & 20
Tips for Person Being Interviewed	Page 20
Types of Media	Page 22
Thank You and Letters to the Editor	Page 23
Pamphlets	Page 23
Media Lists	Page 23
Displays	Page 24
News Clips	Page 24
Internet/Intranet	Page 24
USDA Policy and Style Guidelines for Public Information	Page 25 - 28
Exhibit A – Biographies of Directors	Page 29 - 38
Exhibit B – LAPAS Project Information Form (Instruction)	Page 39 & 40
Exhibit B – LAPAS Project Information Example	Page 41
Exhibit C – Members of 110 th Congress	Page 42 & 43

Who We Are

The USDA Rural Development mission area was created 72 years ago and offers the Rural Business & Cooperative Program, the Rural Housing Program and the Rural Community Program.

Our mission is: “To increase economic opportunity and improve the quality of life for all rural Americans.”

Our vision is: “A rural America that is a healthy, safe and prosperous place in which to live and work.”

Civil Rights

All letterhead, correspondence, printed program materials and news releases must contain either one of the following statements at the bottom:

1. You can use the complete nondiscrimination statement (this must be included on all materials produced by the agency for public information, public education or public distribution):

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (866) 632-9992 (voice) or (800) 877-8339 (TDD). "USDA is an equal opportunity provider, employer and lender."

or

2. If material is deemed too small or otherwise unable to easily facilitate the full non-discrimination statement, such as on letterhead, newspaper advertisements, news releases, etc., the material must, at minimum, include this shortened statement (in print size no smaller than the text):

USDA is an equal opportunity provider, employer, and lender. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (866) 632-9992 (voice) or (800) 877-8339 (TDD).

or

USDA Rural Development is an Equal Opportunity Provider, Employer and Lender. Complaints of discrimination should be sent to: USDA, Director, Office of Civil Rights, Washington, D.C. 20250-9410.

Coordination with Other Organizations

Legislative and Public Affairs Staff (LAPAS) at USDA Headquarters

Communicating with LAPAS regarding our funding activities allows them, in turn, to apprise the Under Secretary and the appropriate Federal elected officials on the “Hill”. LAPAS is also frequently asked by a number of other offices at USDA and by outside organizations for information regarding Rural Development activities in the field. A “LAPAS Notice” is prepared and emailed by the State Office program divisions to the Director of LAPAS for each loan and grant obligated—a copy of which is attached as Exhibit B. Special emphasis should be placed on ‘The Purpose of the Loan’ paragraph that should start: “Rural Development funds will be used to...”. It should provide descriptive project information, e.g., numbers of people affected, impact on the community, number of jobs created/saved, etc. The notice should be reviewed and initialed by the PIC before submission to the State Director for his initials. A copy of the final LAPAS Notice should be made for the State Director and the PIC.

LAPAS must also be notified when a national media outlet (such as wire services, network and/or cable television, or national newspapers such as USA Today or the Washington Post) requests an interview or other information about Rural Development. Local news releases are posted on the Internet and other reports of public information activities to LAPAS are made by the PIC.

LAPAS helps draft news releases when national office officials travel to the state for events and to offer suggestions to help publicize our State’s activities. LAPAS’ MarketPlace website <http://teamrd.usda.gov/rd/lapas/marketplace.htm> offers resources and guidelines in preparation of marketing materials.

Other USDA Agencies

All Pennsylvania Rural Development employees should stay in contact with other USDA agencies such as the Farm Service Agency and the Natural Resources Conservation Service and actively participate in meetings that are planned for all local USDA agency representatives.

RD Contacts

Pennsylvania Rural Development employees shall develop and maintain information on appropriate organizations in RD Contacts, such as federal and state agencies, federal and state officials, regional economic development groups, lenders, hospitals, schools, community centers, community activity organizations and any other groups that have an interest in rural development in the areas of the State that are impacted by Rural Development programs. RD Contacts is a database that collects this information that, unlike a rolodex, has the ability to develop lists of specific categories and has mail merge capabilities for mass mailings.

RD Contacts also has an outreach component that affords employees a location to document their outreach efforts and results, and allows supervisors to use it to monitor marketing efforts in their jurisdiction. Rural Development employees delivering our community outreach activities shall be prepared to speak to groups as the need arises, and make arrangements for the State Director or other State Office officials to meet with groups whenever possible.

Pennsylvania Rural Development employees will hold informational meetings with outside groups that work with USDA Rural Development in accomplishing its goals, such as realtors, business organizations, contractors, or lenders. These gatherings may provide new opportunities to publicize events or give new ideas for ways to get publicity.

Pennsylvania Rural Development employees should assist communities (that may include attendance at public meetings) in helping citizens understand the value of projects undertaken with Rural Development's financial or technical assistance. This outreach should be placed in RD Contacts. Likewise, project leads, who assist the PIC with arranging groundbreaking, ribbon cuttings, ceremonial check presentations and other events, should place their attendance and input regarding the events in RD Contacts.

Conference Attendance

The process to attend fee-charged conferences or workshops begins with the submission of an AD700 form completed by the requesting employee (including justification of the value and worthiness to attend), Area Director's or Program Director's signature and sent to the PIC. The initial review: Is the form properly completed? Has sufficient justification been made to attend? (RD Contacts outreach results of previous attendance will be consulted.) If there is a question, the State Director will evaluate and will determine whether or not Rural Development will participate.

If approved, the request is sent to budget for consideration and approval. If successful, the PIC will apprise the requesting employee of the approval to go ahead and register. Finally, the conference is entered into RD Contacts by the PIC, and the attending employee will enter the results. At a minimum, the results should identify the following: What was accomplished? What did we learn? What can we expect from our investment? Should we spend monies to attend again and/or send the same number of people?

Members of Congress

Exhibit C is a list of Pennsylvania's Federal Senators, Members of Congress and committee assignments. This list will be updated by the PIC as needed. Area Offices will ensure that these representatives have the most current program information available in their offices. Every effort should be made to provide new members' staff with a briefing of Rural Development programs soon after offices are established. The PIC will assist with arrangements.

Contact with congressional offices will be made by the PIC regarding coordination of events, briefings, etc.

If a written congressional inquiry is received, a response must be made within ten working days upon its receipt. If received in the State Office, the PIC coordinates the response with the appropriate program area. If received in an Area Office, the letter should be date stamped and faxed that day to the PIC (with the hard copy to follow). The PIC will forward the inquiry to the appropriate program for the preparation of a response letter to be signed by the State Director and a copy to the PIC.

Public Information Responsibilities

(A) Area Directors and Designees

Develop ideas for news releases and collaborate with the Public Information Coordinator (PIC); forward relevant news articles (copies, if originals are not available) to the PIC as soon as possible; submit success stories to the PIC on a timely basis after it has been determined that the loan is closed, project completed, in full operation for at least ninety days and preferably a year, and current with loan payments; work with the PIC to initiate contact with local media regarding success stories and possible articles (e.g, high-producing lenders, featured homeowners who used the 502 guaranteed or 504 repair programs. Written permission of the borrower must be obtained prior to contacting any media source.); assist PIC and project lead, when necessary, regarding the planning of events; and attend planned events in their area.

(B) Program Directors and Designees

Monitor the public information activities of their program team and direct all information efforts within their jurisdiction; maintain a good working relationship with representatives of the rural and business community, individuals, schools, and private sector lenders; actively seek to attend public meetings to explain/discuss Rural Development loan programs and policies; discuss Rural Development programs with members of the media when asked (any sensitive matters should be referred to the State Director). Program Directors may also submit success stories to the PIC, considering the criteria outlined above.

(C) Public Information Coordinator (PIC)

The Public Information Coordinator, among other things, 1) monitors LAPAS news releases and adapts for state distribution; 2) assists in developing appropriate public service announcement news releases; 3) maintains Rural Development news articles and distributes to employees on a timely basis and to LAPAS when appropriate; 4) provides public information support and training; 5) prepares employee newsletter; 6) procures marketing items as budget allows; 7) maintains list of conferences and costs and participates in the procurement submission process; 8) maintains schedule of display, camera, cell phone and projector for use by the State Office staff; 9) responsible for content and maintenance of Internet/Intranet sites; 10) prepares and distributes an Annual Report highlighting investments and obligations made that fiscal year; 11) develops yearly goals for Pennsylvania's Communication Plan for the National Office; 12) creates success stories for the Internet; 13) provides reports to National Office for events such as Earth Day, Homeownership Month, Hot Topics and other reports as requested; 14) assists employees in event preparation having the overall responsibility to make certain all details are covered including media contact, preparation of news release, distribution and

posting it to the Internet/Intranet along with photos; 15) completes Freedom of Information requests in the area of Public Affairs; 16) receives inquiry calls from media and handles accordingly; 17) provides input in RD Contacts and promotes its use; and 18) approves development of brochures, obtains program clearance and posts to the Intranet on the Public Affairs page as an approved brochure.

Public Service Announcements & Outside Organizations

Public Service Announcements (PSAs) news releases may be created by employees for printing in newspapers or airing by TV and radio stations to provide information for the benefit of the viewer and the community. PSAs are usually reserved for messages from nonprofit organizations, which include most U.S. government service programs. PSAs are useful when there is a need for an announcement that could affect many people, but are not technically a news story. Primarily, PSAs remind the public of a deadline for some action, inform them of the availability of certain programs or make an announcement of a meeting or an office closing for a day, etc. See <http://teamrd.usda.gov/rd/lapas/psa.htm> for ideas and assistance.

All employees should keep themselves informed of publications suitable for receipt of a Rural Development article. This includes newsletters, trade magazines and other related periodicals. If a publication is identified as a possibility, the following information should be forwarded to the PIC: (1) name, address and phone number of publication, (2) name of contact (if known), and (3) type of article thought to be appropriate. Articles usually describe the Rural Development mission area or individual program. They may also include success stories, office locations or other procedural information.

Public Service Announcement News Release Process

(A) All proposed public service announcement (PSA) news releases prepared by employees should proceed in the following manner:

1. Submit all proposed PSAs to the State Director, ATTN: Public Information Coordinator after clearing the release with the Area Director.
2. Whenever possible, releases may be submitted via e-mail to: Rosemarie.Massa@pa.usda.gov. This will allow timely editing and approval.
3. The PSAs will be reviewed by the PIC and appropriate Program Director.
4. The State Director will then review and approve or disapprove.
5. Upon approval, the final version can be returned to author for distribution to local media or distributed by the PIC.

6. Approved print program availability PSAs templates may be found at http://teamrd.usda.gov/rd/pa/Public_Affairs.htm.
7. PSAs will be given priority in the approval process to ensure timely release.

(B) Public service announcement news releases shall be issued using the following format: (See the website <http://teamrd.usda.gov/rd/lapas/marketplace.htm> for a copy of the template.)

Media Advisory

While the PIC issues a news release on the day of an event that provides event and program details and before the event takes place, a media advisory is issued by the PIC to let media contacts know that an event is planned. Media advisories are issued by the PIC only. A media advisory should be issued no more than two or three days prior to the event, but should be issued in enough time for the media to plan to attend the event. Follow-up calls are made to the media the day before the event by the PIC to assure receipt of the media advisory and ascertain if they will attend.

Advisories, like news releases, usually include the Who, What, When, Where, Why and How of an event. However, media advisories are briefer than news releases. If too much information is provided, the reporter may feel that he or she does not have to attend the event. The following is an example of a media advisory:

Contact: Rosemarie Massa, Public Information Coordinator, (717) 237-2269

Media Advisory
Lewistown Hospital Awarded a \$500,000 Distance Telemedicine Grant from USDA Rural Development

Who: Congressman John Peterson; USDA Rural Development Pennsylvania State Director Gary H. Groves; CEO A. Gordon McAleer, Lewistown Hospital, and others
What: Ceremonial Check Presentation Ceremony
When: November 1, 2006
10:00 am

Where:	Lewistown Hospital 4 th Floor, Classroom #4 Lewistown, PA
Why:	Rural Development funds will be used to implement a Picture Archiving and Communication System to provide rural physician offices with access to imaging and analysis reports for their patients via the Internet.
Directions:	...
<i>If you can't attend:</i> Contact Rosemarie Massa at (717) 237-2269 to make sure you get a copy of the press release to be issued the day of the event.	

Note: Don't totally rely on MapQuest for exact directions. Verify the directions from personal knowledge of the location, check with colleagues, perform a "dry run", etc.

News Releases

News releases are prepared by the PIC, e.g., to publicize events, program obligations, year-end state accomplishments, announce changes to existing programs, and recognize partners. Periodically, the PIC will develop a news release that will need to be localized by staff and distributed to the local media.

A news release must contain Who, What, When, Why and How. The most important information appears first, other important facts next and the least important facts last.

The most important information is included in the first two paragraphs of a release. Media outlets are often pressed for space and may only use the first paragraph or two of the release.

The second paragraph of the release is a good place to insert quotes about the information being announced. Media outlets will often include quotes from the State Director, Rural Development administrators, and Congressman or Federal Senator, even if space is limited. (Note: Quotes do not appear in PSAs.)

A quote used for the State Director needs to be cleared with the State Director.

Play up the local angle. The local newspaper editor is much more likely to include a story in the paper about something happening in the local area rather than something happening 100 miles away. Information should include the ways in which the news item affects the local people where the media outlet is located.

Provide perspective. Example: “If the families that benefited from Rural Development’s guaranteed housing program this year were together in one place, they would fill Beaver Stadium.” In general, an event is considered more newsworthy by media outlets if it affects many people. Give editors and reporters a sense of what is taking place by talking about how many people will be affected by whatever is reported.

Newspapers receive many releases each day. A follow-up call may be made to let media outlets know a news release is on the way.

Stories are often time-sensitive. A news release is issued the day of an event or breaking news.

Checklist of Information to Include in a News Release

USDA attribution. Always place a reference to USDA Rural Development in the headline of a news release. Also, spell out “U.S. Department of Agriculture” somewhere in the lead paragraph of the release. Always spell out Rural Development--do not use “RD”.

How funds were used. Include figures for new construction, renovation, repairs, installation of water, sewer or utility line or construction of health facilities.

Facts and figures on the project. From the LAPAS Project Notice, use the descriptive information indicating number of units, special equipment, special facilities, size of facility, miles of line, number of families or people involved, and jobs saved/created.

Names of people in the project management. Briefly describe the role of people who organized the project, contractors or the management group.

Always include a quote from Rural Development officials. Newspapers and other print media have limited space; it is more likely that they will include a quote in the finished release. Use a quote to convey an important piece of information or something that might not otherwise be picked up by a reporter.

Credit for project funding. If there are local contributions, that information should be included in the release. The release should not overplay Rural Development’s contribution, if other partners were involved.

Include a statement about the agency. Include the following as the next to last paragraph of releases pertaining to loans or grants:

Example: USDA Rural Development serves as the lead Federal agency for rural development needs by offering financial and technical assistance to individuals, businesses and communities. USDA Rural Development programs include funding for renewable energy, day care centers, fire trucks and other community facility projects; the purchase, construction or repair of homes; loans and guarantees to rural businesses to save or create jobs; and loans and grants for water and sewer utility projects. For more information on programs offered by USDA Rural Development, contact the Pennsylvania State Office at (717) 237-2299 or visit its website at www.rurdev.usda.gov/pa.

Civil Rights Statement. The newspaper or media outlet may choose not to print the civil rights statement; however, it must be included in the release. See the Civil Rights Section previously outlined on page 6.

News Release Example

News Release Header Template (office address city, state, zip)

Contact: Name--Project Person, Area Director, Local Manager or Program Director
Telephone Number

Contact: Rosemarie Massa
717-237-2269

Title/Heading **USDA Rural Development Funds Elk Regional Health System's
New Biomass Energy Project**

City, State, Date - . . . St. Marys, PA – May 4, 2007 – Congressman John Peterson, USDA Rural Development State Director Gary H. Groves, Greg Bauer, President/CEO of Elk Regional Health System and others gathered for a ceremonial check presentation and groundbreaking ceremony to highlight USDA Rural Development's \$1,175,000 funding towards the new biomass energy heating system project.

"The federal government made a commitment to forest counties across this nation more than a century ago, and securing these vital biomass grants is a necessary step in seeing that it remains valid," said Peterson, who serves as co-chairman of the Congressional Rural Caucus.

"Since the moment I arrived in Congress, delivering better, more affordable rural health care has been a top priority of mine, and I've been proud to be in a position to support community health centers every step along the way - including to help secure this grant for Elk Regional Health System," remarked Peterson.

"This project reflects the growing trend towards meeting energy needs through the use of renewable energy and the subsequent energy savings," said Gary H. Groves, Pennsylvania State Director. "As the nation moves in the direction of renewable energy, we at USDA Rural Development are committed to the future of our rural communities with our renewable energy funding programs," added Groves.

Elk Regional Health System is implementing a biomass project for the heating and cooling of its acute care hospital and long-term care facility. The alternative heating system will burn locally-provided wood biomass materials resulting in significant natural gas and electricity savings. The project received a \$300,000 Community Facilities loan from Rural Development that, in combination with a \$500,000 Pennsylvania Energy Development Authority grant and a USDA Forest Service Woody Biomass Utilization grant of \$250,000, will be used to fund a new 16 million BTU combustion biomass energy heating system. Additionally, Rural Development awarded a \$1,475,000 Community Facilities loan that will be used to fund a new maintenance building and boiler house that will accommodate the new biomass energy heating system.

Last paragraph: USDA Rural Development serves as the lead Federal agency for rural development needs by offering financial and technical assistance to individuals, businesses and communities. USDA Rural Development programs include funding for day care centers, fire trucks and other community facility projects; the purchase, construction or repair of homes; loans and guarantees to rural businesses to save or create jobs as well as renewable energy; and loans and grants for water and sewer utility projects. For more information on programs offered by USDA Rural Development, contact the Pennsylvania State Office at (717) 237-2299 or visit its website at www.rurdev.usda.gov/pa.

#

"USDA is an equal opportunity provider, employer, and lender." To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD).

Event Planning

Area and State Office employees are called upon to assist in planning an event to which media contacts will be invited. Area Directors and employees are responsible for notifying the PIC of projects that would be appropriate for a media event. Likewise, the PIC may suggest a specific event. In some cases, the borrower or project manager may conduct an event and invite Rural Development officials to attend. Yearly events include: Earth Day (mid-April) and National Homeownership Month (June). Once there is awareness that an event will be taking place, the employee should complete and forward the following information to the PIC as soon as possible. See the "How to Plan an Event" brochure at <http://teamrd.usda.gov/rd/pa/Brochures.htm>.

Event Information

County _____

Town _____
Program _____
Project Name _____
Loan Amount _____
Grant Amount _____
Date and Time of Event _____ (to be coordinated with organization/entity and State Director's schedule and Congressional schedules, if possible)
Site (exact address and directions) _____ _____ _____
Participants' Names/Titles/Telephone Numbers _____ _____ _____
Project Lead _____

Community events are planned to help educate the public, elected officials and community leaders about the programs USDA Rural Development administers. There are several components of planning an event that are required in order for it to be successful. First, define the purpose for the event.

1. Is what you are planning intended to raise the profile of Rural Development in the community?
2. Are you focusing on finding other nonprofit, government or private organizations with which to work to achieve community goals?
3. Are you trying to make elected and other public officials aware of the good Rural Development does in the area?

After the purpose of the event has been defined, maintain frequent communication with other staff members who are helping plan the event and the PIC.

Tips for Holding Events

- Start planning early. For a large event with a number of speakers, you may need to begin planning up to six weeks in advance. In any case, an event should be in the planning stages no later than ten days prior to the event. Early planning is essential if congressional, national and state officials will be invited.
- Make necessary arrangements to secure the venue. Examples of a good place to hold an event include the project site, local community centers, high schools, municipal buildings or outside the facility.

- Issue an invitation (provided by PIC) to local officials, other speakers and to guests of the event as soon as practicable in order to give speakers lead time.
- Contact a local choir or high school group for entertainment when appropriate. Food may be donated or prepared by a local civic organization.
- Hold the event early in the day, to assure that it will be covered in the evening news.
- As the event falls closer, hold a walk through of what will happen at the space where you will have your event (communicate that environment information to the PIC). Don't forget to plan to bring props like a large check to present to the borrower (if a ceremonial check presentation), shovel (if a groundbreaking) or ribbon and scissors (if a ribbon cutting/grand opening). Plan to arrive early to wire up microphone and speakers, set up podium, affix signs, set up display, etc.
- Have plenty of Rural Development fact sheets and pamphlets on the program being promoted as well as other programs. Employees should be prepared to hand out their business cards.
- Arrange for USDA Rural Development signage, e.g., table top display, banner, tablecloth, homeownership month posters, etc. Use roadside directional signs at integral locations.
- Print up a program/agenda for the event, a draft of which should be reviewed by the PIC. The template may be found at <http://teamrd.usda.gov/rd/pa/Brochures.htm>. Plan to hand out the program as guests and reporters arrive. Include proper titles of the officials and other people who will appear, as reporters often refer to the program to get information to include in the stories they write about the event.
- Take note of which media covers the event. Obtain name of newspaper or which television station. Provide this information to the PIC as soon as possible.
- Also, take a head count of the number of people attending and provide this information to the PIC.
- Take digital photos for use on newsletters, annual reports, etc. Obtain signatures on Permission Statements of those being photographed (excluding elected officials) and identify them. Try to get Rural Development signage as a backdrop to the photos. Keep the number of those being photographed down to four or five. Be creative.

Media Inquiries

A call by a reporter may be received requesting an interview or with a question. If this happens, follow this format:

(A) Received in the State Office

(1) If a reporter calls the office:

(a) and does not ask for a specific person:

- The employee receiving the call (ERC) should write down the name of the reporter, the name of the paper, radio or television station, telephone number and the subject of the inquiry. Ask the caller to hold the line for a moment.
- Then the ERC should notify the PIC of the call and provide the above information. If the PIC is unavailable, then the Assistant to the State Director and then the State Director (in that order) should be apprised of the call.
- If the above individuals are all unavailable or unfamiliar with the subject of the call, the reporter should be informed that the appropriate person is unavailable and will return their call as soon as possible.
- The ERC shall try to obtain as much information about the inquiry as possible. This will permit the appropriate personnel to familiarize themselves with the situation before speaking with the reporter.

(b) and asks for a specific person:

- The ERC should write down the name of the reporter, name of the paper, radio or television station, telephone number and the subject of the inquiry. The ERC should then ask the reporter to hold the line for a moment. The ERC should then inform the appropriate employee of the call. If the appropriate Rural Development employee is unavailable or unfamiliar with the situation, the ERC returns to the call to say that someone will return the call. This will permit our staff to familiarize themselves with the situation before speaking with the reporter.

(2) and, even if the reporter is not identified as such when calling, and before the ERC forwards the call to anyone other than the State Director, PIC or the person the reporter asked for:

- The employee receiving the call should obtain as much information about the inquiry as possible and apprise the caller that, if media, that media responses are normally handled by the PIC. The PIC and the State Director should then be notified of the call.

(B) Received in an Area/Local Office

(1) If a reporter calls the office:

(a) and it is clear that it is a reporter calling:

- Similar to the State Office situation described above, the employee receiving the call should write down the name of the reporter, name of the paper, radio or television station, telephone number and the subject of the inquiry. Try to obtain as much information about the inquiry as possible, and advise the reporter that the appropriate person will return the call. This will permit the PIC, State Director or other appropriate person to familiarize themselves with the case in question before speaking with the reporter.
- For general information about our programs or office locations, this information may be supplied by the ERC. Requests for information about a specific program should be referred to a program specialist.
- And, if the inquiry becomes more specific to a particular borrower or project, the ERC should explain that privacy considerations preclude discussing a particular situation without the approval of the borrower or applicant. The ERC should immediately notify the PIC of the request.
- If the caller persists, he or she should be referred to the Program Director or State Director. The official to whom the referral was made should be notified and briefed on the facts of the case beforehand.

Tips for the Person Being Interviewed

- Make your point first. If you swamp the audience in details before you have made clear what you are addressing, your listeners or viewers may lose interest in your presentation.

- Stay focused on one message, rather than including information on a whole host of topics. Too much information will overwhelm your viewer or listener.
- Play for more than one “take” during recording sessions to make the program as error-free as possible and speak slowly and conversationally.
- Be prepared to answer questions on all Rural Development programs. If you do not have the answer to a question, an appropriate response is “I’m sorry, but I don’t have that information right now. However, I will get it as soon as I can. Please feel free to contact the office later at (phone number) and I will be happy to answer your question.”
- Use talking points and fact sheets to guide your presentation.
- Think of stories featuring real people to show how Rural Development’s programs affect daily life in the community.
- Anticipate what questions will be asked. Try to think of the most difficult questions you might be asked, and plan answers to those questions before you go into the interview. Plan conversational answers to more common questions.
- Add humor, or tell an interesting story. Report your trip to the studio or newsroom and talk about the wrong turn you took. Speak in a lively manner. Sometimes the delivery can influence how well your information will come across; audiences are always more interested in a humorous, upbeat presentation than something that is boring and monotonous.
- Never argue with a reporter. Your angry words, not the reporter’s, will appear in print or the airwaves.
- Keep in mind two or three key points you’d like to get across. Look for opportunities to steer the conversation to something you want to discuss.
- Remember to thank the reporter for his/her time. Get a business card to keep on file.
- When the interview is being videotaped, try to avoid facial expressions while thinking about your response to difficult or hostile questions. A blank stare will be seen only by the editor. Panic, gasping, and nail biting will likely be seen by everyone.

Types of Media

Television - Television reaches more people than newspapers and magazines. It is also more immediate and personal than print. To persuade a local television station or producer to use your story, send him or her a news release or letter that clearly states your story idea. Follow up by telephone to find out whether he or she is interested in the story.

Radio - Radio offers a wide variety of formats to reach your target audience -- all news, public-service, special-event, talk, and call-in shows, etc. Most radio stations, particularly rural stations, are always looking for topics of local interest and would be receptive to almost any type of coverage. Radio will seldom go deeply into a subject, but spots can be run frequently

Print -

Newspapers - Newspapers vary in distribution, deadlines, and circulation. Most rural newspapers in Pennsylvania are weekly publications with Wednesday copy deadlines.

Magazines - Magazines provide highly-targeted and specialized, in-depth information. Most magazine editors are interested in receiving story ideas and full-length articles.

Newsletters - Many special interest groups publish newsletters. Contact these groups through its leaders and members. Make yourself available to attend their meetings special events or make presentations to them. Submit news items for their newsletters and other publications.

Thank-You and Letters to the Editor

Remember that Rural Development relies on the news media to help us educate the public on our programs through news releases, public service announcements, and advertising. Many times their services are provided free of charge.

When appropriate and possible, send a letter thanking your media contacts for their coverage. Particular praise should go to certain editors or reporters who go out of their way to present our programs in a positive light. Thank-you letters may be sent to newspapers, radio, television or other news media. Thank-you letters can also be used to express your appreciation to other agencies, organizations or groups for allowing you to meet with them.

Letters to the editor may be used to express the opinions of members of our staff on a variety of subjects. A letter to the editor is usually a response to something that has already appeared in the paper. Letters to the editor are particularly useful if a newspaper runs a negative story about a program or project Rural Development has funded. A respectful letter sent to the editor, including information of which the newspaper may have been unaware of when it published the article, will usually be well-received. Make sure that the point of the letter is to correct an oversight, not to cast blame or make accusations. In any case that a letter to the editor seems appropriate, forward your draft to the PIC for approval. These letters should be sent under the State Director's signature.

Pamphlets

A sufficient supply of pamphlets should be available in every office. Before supplies are completely diminished, reorder National Office brochures by faxing the Rural Development Supply Center at 800-336-3604, and copy as needed any "in-house" approved brochures found on the http://teamrd.usda.gov/rd/pa/Public_Affairs.htm website. Only approved brochures are to be used. Approved brochures listed have gone through the editing process by the appropriate Program Director and PIC and submitted to the State Director for final approval. Any new brochures would have to follow this process.

Media Lists

BurrellesLuce has been contracted to provide access to media outlets in Pennsylvania. These sources shall be used when distributing news releases to media within your jurisdiction, and this information is available from the PIC.

Displays

The State Office has two displays available by reservation with the PIC: the large one (proprietary street scene photo) and the table top. Each Area Office has a table top display. To reserve the large display for your event, contact the PIC with the following information:

- Date, time and place of event
- Date the display is needed
- Date the display will be returned . The displays may be found in the storage room. Human Resources has the key.

News Clips

The field may submit any media coverage of events immediately by fax to the PIC, particularly timely articles (e.g., coverage of national USDA officials who have traveled to the field for an event or national efforts such as Earth Day and National Homeownership Month). Label the articles carefully-- the name of the newspaper or publication, date, and page number. Also include in what town or county the media outlet is located. The articles are scanned by the PIC and forwarded to LAPAS. Mail hard copies to the PIC. Newspaper articles provided by BurrellesLuce online are made available for all employees on the Intranet under “Clips”. New articles are added once a week, and older articles are deleted.

There are still a few references in the media to “Rural Economic and Community Development” (RECD) and “Farmers Home Administration” (FmHA). Whenever anyone sees these or other misleading or unclear references appear in a story about Rural Development, please immediately call or write the reporter and provide the correct information.

Internet/Intranet

For any opportunity where employees engage the public, the <http://www.rurdev.usda.gov/pa/> Rural Development – Pennsylvania Internet website is to be offered as a source of information on our programs and how to reach us. Customers who telephone, visit our booth at a conference, listen to a Rural Development speaker at a workshop, meeting, briefing, etc., can be referred to the website. Earnest efforts are made to keep the website updated, and coming soon nationwide will be a unified look and feel to all states’ websites under a new program called “Stellent.”

Pennsylvania’s Intranet internal site at <http://teamrd.usda.gov/rd/pa/> is offered to Rural

Development employees as a resource of program, public affairs and other information. As with the Internet, this site will have a new look and feel upon the “Stellent” rollout, and every effort will be made to maintain it. Employees should be encouraged to visit this site often.

USDA Policy and Style Guidelines for Public Information

ACRONYMS - Spell out “U.S. Department of Agriculture” in the first reference. Don’t use USDA until you have spelled out the words. There is one exception: it is acceptable to use USDA in the headline of your article, if spelling out the department name would make your headline flow awkwardly.

If the agency name is long, the standard agency acronym (without parentheses) may be used in further reference to the agency, e.g., EZ/EC (the Empowerment Zones/Enterprise Communities program administered by the Office of Community Development). The Rural Development mission area has no acronym and is generally called “Rural Development”. You may use the phrase “USDA Rural Development” if you think the reader might not be sure where Rural Development is located in the Federal government. NOTE: RUS (Rural Utilities Service), RHS (Rural Housing Service) and RBS (Rural Business-Cooperative Service) while used in formal documents are no longer used by reference. The word “service” has been dropped, and the word “program” is preferred.

BACKGROUNDER (FACT SHEET) - Use a backgrounder, or fact sheet, to provide history and other factual information on a program or activity. Both may be used to supplement an announcement in a news release or to provide general information about Rural Development.

BRAND NAMES - Do not use brand, trade or company names except when the name of the company is essential to the news release. For example, you may have to use a brand name if you are issuing a release announcing a special agreement between Rural Development and a particular company.

CAPITALIZATION - As a general rule, limit the use of capitals. Proper names and agency names are always capitalized. However, titles such as “secretary” or “administrator” are usually only capitalized when they are used directly BEFORE a name. When titles are used they should be lower cased.

Some Examples of Correct Capitalization and Lowercase

Secretary of Agriculture Jane Smith said . . .
a representative of Under Secretary Mike Snider . . .
traditionally, the secretary of the Department of Agriculture . . .
Pennsylvania State Director Bill Jones or Bill Jones, state director for Rural
Development in Pennsylvania
the issue affected Federal and state governments.
Pennsylvania Department of Agriculture officials

DASHES - Dashes are used after the date on a release and to set off items in a list and some phrases within a sentence. Dashes--produced by using two hyphens--should not have a space on either side.

DATELINE - A dateline is a line in bold type in the first line of a news release that tells where the event you are talking about is taking place, or where the official to which your release is attributed made the statement you are reporting.

HARRISBURG, Pennsylvania, December 25--United States Department of
Agriculture Secretary Mike Johanns announced today that it was Christmas.
The name of the city should be uppercased. Large, well-known cities stand alone in the dateline without a state name. PHILADELPHIA and PITTSBURGH

DATES -Do not use the year when it is obvious. For example, use “comments are due on June 30” in a release issued June 1. But in a release dated December 4, 1998 that reads “the program will begin operating January 30, 2001,” the year of the event you are talking about should be included.

DAYS - Capitalize and spell out days of the week. Use abbreviations only in tables.

HEADLINE - Use all caps for news release headlines and limit to one line if possible. The headline should have a subject and a verb, and should briefly explain the general idea of your news release. *Example:*

USDA UNDER SECRETARY TO SPEAK AT CHAMBER OF COMMERCE

JARGON - Avoid undefined words and phrases that only a particular industry or group will understand.

LEAD - The opening paragraph of a news release is called a “lead paragraph”. The lead paragraph is often what convinces the media your story or issue is worthy of coverage.

Write the lead paragraph of a news release so it can stand alone as a news brief, if necessary. Try to include as much of the basic information (who is the release about, what happened, when did the event occur, where, why and how did it occur) as possible. The only exception to this rule is if you are writing a feature story. Features are less formal, and do not usually report some specific event that would require a substantive lead paragraph.

NAMES - Use a person's full name in the first reference. Use only the last name in further references. For example: Bob Jones was deeply involved in the program. "It was quite a success," Jones said.

ORGANIZATION NAMES - Always refer to organizations by their official names: Rural Development Council, not RD Council. Only shorten the name of an organization if the shortened title appears in the organization's own literature.

PAGE NUMBERS - Generally, press releases should not exceed two pages. Page one is not numbered; for page two, the number should be centered, between hyphens, and placed two lines above the first line of text.

PHOTOGRAPHS - Identify all people appearing in the photo.

POINT OF VIEW (Passive or Active Voice) - Your story or release will be more dynamic if you use "active" voice and "action" verbs rather than "passive" voice. For example:

Passive Voice: "A decision was made to . . ." **Active Voice:** "We decided to . . ."

QUOTATIONS - Direct quotations are the exact words of a speaker or writer, and should be surrounded by quotation marks. Indirect quotations (used when you relay in your own words what another person said) should not have quotation marks.

Use quotations, especially direct quotations, sparingly in news releases. Save them mainly for opinion, policy explanation and controversial or sensitive statements.

Quotations should not repeat information provided somewhere else in the release.

STATES - Spell out the names of the 50 U.S. states when they stand alone in text. Use state abbreviations with the name of a city, county or town. Use abbreviations listed below, not postal abbreviations.

For the District of Columbia, use DC. There are eight state names which are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah

<i>Alabama</i>	Ala.	<i>Maryland</i>	Md.	<i>North Dakota</i>	N.D.
<i>Arizona</i>	Ariz.	<i>Massachusetts</i>	Mass.	<i>Oklahoma</i>	Okla.
<i>Arkansas</i>	Ark.	<i>Michigan</i>	Mich.	<i>Oregon</i>	Ore.
<i>California</i>	Calif.	<i>Minnesota</i>	Minn.	<i>Pennsylvania</i>	Pa.
<i>Colorado</i>	Colo.	<i>Mississippi</i>	Miss.	<i>Rhode Island</i>	R.I.
<i>Connecticut</i>	Conn.	<i>Missouri</i>	Mo.	<i>South Carolina</i>	S.C.
<i>Delaware</i>	Del.	<i>Montana</i>	Mont.	<i>South Dakota</i>	S.D.
<i>Florida</i>	Fla.	<i>Nebraska</i>	Neb.	<i>Tennessee</i>	Tenn.
<i>Georgia</i>	Ga.	<i>Nevada</i>	Nev.	<i>Vermont</i>	Vt.
<i>Illinois</i>	Ill.	<i>New Hampshire</i>	N.H.	<i>Virginia</i>	Va.
<i>Indiana</i>	Ind.	<i>New Jersey</i>	N.J.	<i>West Virginia</i>	W. Va.
<i>Kansas</i>	Kan.	<i>New Mexico</i>	N.M.	<i>Wisconsin</i>	Wis.
<i>Kentucky</i>	Ky.	<i>New York</i>	N.Y.	<i>Wyoming</i>	Wy.
<i>Louisiana</i>	La.	<i>North Carolina</i>	N.C.		

A comma goes between the city and the state, and another comma goes after the state, unless it is at the end of a sentence.

TELEPHONE NUMBERS - Use this format - (717) 237-2185.

TIMES - Except for noon and midnight, times should be expressed in figures, with a colon separating hours from minutes. Use a.m. or p.m. to indicate morning or night.

TITLES - Do not use “Dr.,” “Mrs.,” “Mr.,” “Ms.,” or similar titles unless the story warrants inclusion of them. If the person has a degree, and the type of degree is important to the story, identify it.

UNITED STATES - Spell out the United States when it is a noun. (“The United States has been involved in developing the policy.”) Abbreviate it as U.S. only when it is used as an adjective. (“The U.S. policy on subsidies has improved.”)

Biographies of Directors

Exhibit A lists biographies of the State Director, Program Directors and Area Directors in Pennsylvania. This information will be updated as needed and is included in this plan as reference material to be used when these individuals are to be introduced at media events or included in news releases when necessary.

Gary H. Groves

State Director, Pennsylvania Rural Development
U.S. Department of Agriculture

Gary H. Groves has over 20 years of experience in running his own business, which provided sales and management training, executive recruitment and other consulting services to client businesses and individuals throughout the country.

Prior to starting his own firm, Mr. Groves served successfully in senior sales management positions with several agricultural-related companies in Missouri, Ohio, Indiana, and Pennsylvania. Mr. Groves became State Director of USDA Rural Development, Pennsylvania in August 2005.

Mr. Groves is a 1965 graduate of Purdue University, where he received his degree in Agriculture and Animal Science. He and his wife, Bonnie, of over 40 years have two children, daughter, Tracy and son, Brandon.

Vincent Murphy

Rural Business-Cooperative Program Director, Pennsylvania Rural Development
U.S. Department of Agriculture

2002 – present Program Director, Rural Business-Cooperative Programs

1999 – 2002 Business and Industry Loan Specialist for USDA Rural Development. Responsible for three program areas in the states of Delaware and Maryland regarding underwriting large commercial loans and loan guarantees for rural businesses; reviewing and recommending funding of revolving loan funds for small business use; and reviewing and recommending Rural Business Enterprise Grants.

1982 – 1999 Business and Industry Loan Specialist in the State of Pennsylvania. Served in the Business and Industry Division until June 1999.

1979 - 1982 Business and Industry Loan Specialist in Washington, DC. Attended the American University in Washington, DC as part of an Agency training program. The purpose of the program was to familiarize the candidates with every division within Rural Development as preparation for management positions. While working in Rural Development's National Office earned a Masters Degree in Public Financial Management. (Earned a Bachelor of Science degree in Agricultural Education and Plant Science from the University of Delaware in Newark, DE in 1977.)

1977 – 1979 County Supervisor for Rural Development in New York State. The County Supervisor is a local loan officer that provides housing and farm loans to a particular county for Rural Development.

1970 – 1975 Owner and operator of a small business in Wilmington, DE.

1966 – 1970 Served four years in the United States Air Force with assignments in Texas, Michigan and West Germany.

Korah Abraham

Program Support Director, Pennsylvania Rural Development
U.S. Department of Agriculture

Korah Abraham joined USDA as the Engineer for Farmers Home Administration in Pennsylvania. He has served the Agency through its different name changes as Engineer for Rural Development Administration, Rural Economic and Community Development and then for the Rural Development. Since 1996, he held the position as Director for Program Support and Program Director for Rural Utilities Service. At present, he is the Program Support Director for Rural Development – Pennsylvania. Mr. Abraham is a Registered Professional Engineer in Pennsylvania. He is a graduate in Civil Engineering from Kerala University. He attended University of Pittsburgh (MS) and Penn State (Public Administration) for Post-Graduate studies.

Prior to joining USDA, Korah worked with Pennsylvania Department of Environmental Resources and with private engineering and construction companies. He is a member of several professional organizations.

Francis (Frank) R. Wetherhold

Housing Program Director, Pennsylvania Rural Development
U.S. Department of Agriculture

Frank Wetherhold is the Housing Program Director and is responsible for the program administration of the Direct and Guaranteed Single Family Housing Programs and the Multifamily Housing Program in Pennsylvania.

Lending activity of these programs exceed \$125 million annually. The loan portfolio consists of approximately 10,000 single family housing loans and 10,600 multi-family housing rental units.

Gary A. Rothrock

Community Programs Director, Pennsylvania Rural Development,
U.S. Department of Agriculture

Gary Rothrock, born in Doylestown, PA, and a native of Williamsport, PA, attended Penn State University graduating in 1972 with a Bachelor of Science degree in Business Administration. His career with the former Farmers Home Administration, (now Rural Development), began in the fall of 1972 following the Hurricane Agnes flood. Gary moved to the Pennsylvania State Office of Rural Development as a Multi-Family Housing Coordinator in 1986. He served as the Program Director for Multi-Family Housing and Community Facilities programs for Rural Housing Service in Pennsylvania from 1995 to 2003. He is currently the Community Programs Director for Pennsylvania. In this position, he oversees the administration of loan portfolios of more than \$400 million as well as loan and grant making for Community Facilities and Water and Environmental Programs. His volunteer service includes serving as Vice President of the Blues Society of Central Pennsylvania.

Claire R. Bavaria

Administrative Management Program Director, Pennsylvania Rural Development
U.S. Department of Agriculture

Claire R. Bavaria joined USDA, Farmers Home Administration as a Management Analyst in September 1988. She became Administrative Officer in March 1989; and Administrative Program Director in October 1995, with reorganization from Farmers Home Administration to Rural Economic and Community Development, and in 1996 to Rural Development.

Prior to moving to Pennsylvania, Ms. Bavaria spent several years working for the Federal Government in Washington, DC, where she held positions with the United States Air Force; Department of Treasury - Bureau of Alcohol, Tobacco and Firearms; USDA - Agricultural Stabilization and Conservation Service; and USDA - Agricultural Marketing Service, Tobacco Division.

Ms. Bavaria hails originally from Jaffrey, New Hampshire, and is a 1971 graduate of Bryant College in Providence, Rhode Island. Claire and her husband, Dennis, have two children, Anthony and Christopher.

Bob Schoenfeldt

Area Director Northwest Area
Area 1 – Meadville

Bob was born in North East, PA (Erie County) and raised on a family dairy farm. He graduated in 1968 from North East High School and attended Penn State Behrend – Erie. He graduated with a BS in Zoology in 1972 and furthered his graduate studies at Penn State – University Park graduating with an MS in Animal Nutrition in 1975. His graduate thesis work dealt with habitat evaluation of white-tailed deer.

He started with Farmers Home Administration (FmHA) in 1977 in Caro, MI and transferred to Meadville, Pa. in 1979. During his tenure with the FmHA, now called Rural Development he has held the positions of Assistant County Supervisor, County Supervisor, Assistant District Director, MultiFamily and Community Facility Loan Specialist, Rural Development Specialist and now Area Director for Northwestern PA. He also serves as the PA. State Civil Rights Coordinator and has served on the Rural Development National Office training team for Civil Rights.

He is married to Denise (1974) and they have two daughters – Danielle and Darcie. He has two granddaughters and two grandsons and enjoys his hobbies of spending time with his family, singing in the church choir, carpentry work, landscaping and spending an exorbitant amount of time in the woods – hunting the elusive trophies of wild turkey and white-tailed deer. He also spends a significant amount of time waterfowl hunting, tramping around in the swamp and cornfields, finding that his time in “the field” gives him an appreciation for the “solitude of peace and tranquility”. He loves Ford Trucks and fine firearms and a quiet evening with his wife and favorite beverage!

Lambert Rosenbaum

Area Director, Southwest
Area 2 – Butler

He is the Area Director of the Butler Area Office serving 13 counties located in southwest PA for the USDA Rural Development.

He was born and raised on a dairy farm with his 12 brothers and sisters in Stoystown, located in Somerset County, PA. He is a graduate of Penn State University with a Bachelor of Science degree in agronomy and dairy science.

He began his USDA career in 1980 at the Bedford County Office. In 1984, he served as County Supervisor in Chambersburg, Franklin County, PA and then as Assistant District Director in the Mars District Office in 1987. In 1992, he served as Rural Utilities Services' District Loan Specialist in the Butler Area office.

In addition to his 27 years of civil service at USDA, he served 3 years active duty in the US Army (1969-1971) with a tour in Vietnam and Germany. While in Vietnam, he was awarded the Bronze Star. He also has 38 years of military service in the US Army Reserves and a recently completed a tour to Kuwait, receiving the Meritorious Service Metal. In 1996, he was appointed the highest rank in the Non-Commissioned Officer Corps, as Command Sergeants Major and is currently serving at the 300th Transportation Group in Butler, PA. Two of his sons recently completed tours in Iraq. They also took part in Lambert's army reserve re-enlistment ceremony in Dec 2006.

Lambert and his wife Barbara have 5 children and one granddaughter. Barbara and four of the children are also Penn State graduates and one is presently attending Penn State University.

Jack Kauffman

Area Director Northeast Area
Area 3 - Allentown

Jack was born and raised in Schuylkill County and received his B.S. from Penn State University from the College of Agriculture in 1975. He taught agriculture at Waynesboro High School before taking a job as a federal meat inspector with USDA in 1977 where he worked in NYC for two years before joining Farmers Home Administration in 1979. He served in various capacities in county and area offices and became an Area Manager for Rural Development in 1995, then served as a Loan Specialist and again as an Area Director in 2005.

He is currently completing his M.A. in Counseling. He and his wife, Ann live in Bucks County and have two sons, a daughter and one grandchild.

George Klaus

Area Director Southeast Area
Area 4 - York

Currently Area Director, USDA Rural Development, managing staff and financial assistance that serves Southeast Pennsylvania communities through single and multi-family housing, community facilities, infrastructure and business development programs.

From 1969 to 1996, he served the Pennsylvania Department of Community Affairs in several capacities. As Director of the Bureau of Local Government Services, he administered State financial and technical assistance programs for local governments, including the Distressed Municipalities Program. He was also Chief of DCA's Municipal Training and Municipal Consulting Divisions, and served as Acting Secretary and later Acting Deputy Secretary of DCA during the early months of the Ridge Administration.

From 1996- 1998 he organized and was Director of the Pennsylvania Municipal Training Partnership, and also served as Director of Education for the Pa State Assn. of Boroughs.

From 1998 to 2002 he served as Community Builder, U.S. Dept. Housing & Urban Development, covering 26 central Pennsylvania counties.

His volunteer service currently includes the Housing Alliance of Pennsylvania, the South Central Assembly for Effective Governance, Penn State University's Economic Development Course Advisory Board, and RULE - the Pennsylvania Rural Leadership Program.

Mr. Klaus received a Bachelor's degree in Political Science from Alfred University, and a Master's in Public Administration from the Maxwell School at Syracuse University.

He is a resident of Dillsburg, where he has raised large divots, scrawny Christmas Trees, and 3 outstanding scholar athlete / party animals.



Field Contact:
Phone:

Obligation Date: *If unknown, type "Will Call" and contact LAPAS once date is known*

PROJECT INFORMATION FORM

Rural Development has approved a loan of \$

Program: Water and Waste Disposal Grant/Loan

State:

County:

Congressman, District: *(Last name only, list the number of the Congressional District, ie., #5,)*

Senators: *(Last names only; list the most senior Senator first)*

Borrower:
*(grants and loan/grant
combos use "recipient")*

Borrower Contact:

Mailing Address: *(2-letter state abbreviation)*

Telephone: *(Parentheses around area code)*

Purpose of Loan: Rural Development funds will be used to *(This is an opportunity to "tell a story" by describing the project – focus on jobs saved/created, number of EDUs, community involvement, the*

importance/impact of the project to the area, any leveraged funds, and any other descriptive details.)

Loan Terms (or Lender): *(Check whether the project is a direct or guaranteed loan, or a grant. Obviously, there are no “loan terms” for a grant, and we don’t need loan terms for a guaranteed loan. Refer to the templates for guaranteed loans – use the term “Lender” in this space and enter the lender name and the city and state abbreviation where the lender is located.)*

Previous Funding: FY 2005: None
FY 2006: None
(Needed here is the amount and type (loan and/or grant) of RD funding that went to this particular recipient earlier in the current fiscal year, as well as any funding received in the previous fiscal year. If the recipient received no previous funds, indicate “None”.)

LAPAS NOTICE MAY BE TWO PAGES TO ACCOMMODATE THE “PURPOSE OF THE LOAN”.

Other Source(s) of Funding: *(include all non-Rural Development funding for this particular project-- Federal, state, local, applicant provided, leveraging, etc.)*

Total Project Cost: *(total of Rural Development funding plus other sources of funding)*

To: Director of Legislative and Public Affairs Staff

Staff Person: _____ **Phone:** (717) 237-....
Transmittal Date: _____
Obligation Date: _____

PROJECT INFORMATION

Rural Development has approved a loan of \$80,000

Program: Community Facility Loan
State: Pennsylvania
County: Elk
Congressman, District: Peterson, 5th
Senators: Specter, Casey
Recipient: Johnsonburg Fire Department
Recipient Contact: Neal Constable
Mailing Address: 99 Clarion Road, Johnsonburg, PA 15845
Telephone: (814) 965-4276
Purpose of Loan: Rural Development funds will be used to fund a new Pierce Saber 1,000 gallon pumper fire truck that will replace two older vehicles that are getting too costly to maintain. The new truck will be able to accommodate more people, have a bigger pump, and is also equipped with a compressed air foam system. The applicant is a non-profit corporation that provides emergency rescue services to Johnsonburg Borough and Ridgway Township in Elk County, Pennsylvania. **(Use accurate, descriptive wording.)**
Loan Terms: 15 years at 4.125 percent
Previous Funding: FY 2005: None
FY 2006: None

**Requires initials of Program Director and PIC before submitting to State Director.
Final copy: Provide hard copy to State Director and email PIC.**

MEMBERS OF 110TH CONGRESS

SENATE

Senator Arlen Specter (Republican)

District Offices - Philadelphia (215) 597-7200; Erie (814) 453-3010; Allentown (610) 434-1444; Wilkes Barre (717) 826-6265; Harrisburg (717) 782-3951; Pittsburgh (412) 644-3400; Scranton (717) 346-2006

Member of the Senate Appropriations Committee, Judiciary Committee, Veterans' Affairs Committee

Senator Robert P. Casey (Democrat)

District Office – Harrisburg 717-231-7540

Member of the Aging Committee, Agriculture, Nutrition and Forestry Committee, Banking, Housing and Urban Affairs Committee, Foreign Relations Committee

Tips on writing to a Senator:

The Honorable (full name)
United States Senate
...
Washington, DC 20510
Dear Senator (last name):

House of Representatives (and Committee Assignments)

Robert A. Brady (D-1st); Phone (202) 225-4731
Armed Services, House Administration, Small Business
Chaka Fattah (D-2nd); Phone (202) 225-4001
Appropriations
Philip S. English (R-3rd); Phone (202) 225-5406
Ways and Means
Jason Altmire (D-4th); Phone (202) 225-2565
Education & the Workforce Committee

John E. Peterson (R-5th); Phone (202) 225-5121
Appropriations, Resources

Jim Gerlach (R-6th); Phone (202) 225-4315
Transportation and Infrastructure, Small Business

Joe Sestak (D-7th); Phone (202) 225-2011
Armed Services Committee

Patrick J. Murphy (D-8th); Phone (202) 225-4276
Armed Services Committee

Bill Shuster (R-9th); Phone (202) 225-2431
Small Business, Transportation and Infrastructure

Christopher P. Carney (D-10th); Phone (202) 225-3731
Transportation and Infrastructure

Paul Kanjorski (D-11th); Phone (202) 225-6511
Financial Services, Government Reform

John P. Murtha (D-12th); Phone (202) 225-2065
Appropriations

Allyson Y. Schwartz (D-13th); Phone (202) 225-6111
Ways and Means Committee

Mike Doyle (D-14th); Phone (202) 225-2135
Energy and Commerce

Charles W. Dent (R-15th); Phone (202) 225-6411
Transportation, Homeland Security

Joseph R. Pitts (R-16th); Phone (202) 225-2411
Energy and Commerce, International Relations

Tim Holden (D-17th); Phone (202) 225-5546
Agriculture, Transportation and Infrastructure

Tim Murphy (R-18th); Phone (202) 225-2301
Financial Services, Government Reform

Todd Russell Platts (R-19th); Phone (202) 225-4665
Education Workforce, Government Reform, Transportation & Infrastructure

