



Natural Resources Conservation Service
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Transmitted via Email

March 25, 2008

MINNESOTA BULLETIN NO. 260-8-12

SUBJECT: PAS – National Campaign Public Service Announcements

Purpose. To convey information about Public Service Announcements

Expiration Date. September 30, 2008.

In recent years, the use of Public Service Announcements has become useful in conveying messages that need to be communicated to the public. Attached to this bulletin is a document which includes four Public Service Announcements that can be used to convey information about the National Campaign, Conservation, Purpose. Our Passion.

The text for the Public Service Announcements is provided in case you want to use these for promoting the National Campaign. Either you can read them or have the announcer at your local radio station read the Public Service Announcements.

SOME CONSIDERATIONS: You might ask a local dignitary to read the public service announcements, which would draw more attention to them.

// s // Ann English, Acting

WILLIAM HUNT
State Conservationist

Attachment

DIST: AO



Public Service Announcements

(PSA #1 30 seconds) CONSERVATION Our Purpose. Our Passion.

NRCS has launched a national campaign, “Conservation: Our Purpose, Our Passion” to showcase our conservation customers and their conservation efforts and achievement. Along the same lines, another part of the campaign is to showcase the work of our partners and the successes we have accomplished and continue to accomplish together. The final piece is to showcase us, NRCS, to increase awareness of our agency and our skilled and dedicated staff.

(PSA #2 30 seconds) CONSERVATION Our Purpose. Our Passion.

To showcase NRCS employees, each state has gathered up information, quotes, and photographs of NRCS staff whose purpose and passion about their work is worth sharing. These short profiles or “Employee Vignettes” will demonstrate to our clients, our partners and to each other just how and why we do what we do.

Additionally, over the next year, the national campaign will also be highlighting the many stories of successful partnerships. I encourage you to take some time to read a few of these inspiring stories. You may even find a success story about our partnership success with your agency or organization.

(PSA #3 30 seconds) NRCS, Helping People Help the Land.

NRCS is a unique federal agency. We’re federal but local. Our delivery system and structure allows us to have a presence in nearly every county in every state. That’s unique. Not many federal agencies can say that.

Most NRCS employees have a technical background or education related to natural resources, agriculture, the environment, or some science-biology, forestry, range management, engineering, agronomy, or soils. NRCS employees develop a strong commitment to the land that comes from either their background, education or both!

NRCS also has support staff—employees in human resources or administrative positions. They become connected with NRCS achievements on the land and share in successful conservation because they support the technical employees who directly impact the land.

(PSA #4 30 seconds) NRCS, Helping People Help the Land.

NRCS staff have a clear purpose, and even a passion, about what they do. They like their jobs; they feel good about what they do. They obtain a sense of accomplishment from it. That's unique as well.

Every NRCS employee in the state, area and field offices play a critical role in NRCS' mission of Helping People Help the Land. Working together, we make conservation happen.

Whether you are the NRCS employee who holds the survey rod and takes the reading to design the grassed waterway, or you're one who helps purchase the rod. Whether you're the landowner or one of NRCS' partners, in the end, you are part of our goal of putting quality conservation on the land.

NRCS helps private landowners by delivering the latest technical information, notifying them of programs and practices, and by making conservation plans and cost-share dollars accessible.

Together, with our customers, NRCS makes a huge impact on the environment. NRCS is all about Helping People Help the Land.

Questions regarding the National Campaign, CONSERVATION, our Purpose, Our Passion should be directed to Julie MacSwain, Public Affairs Specialist.