

Subpart C - Idaho Public Information Policy

PART 400 - PUBLIC INFORMATION POLICY

SUBPART C - IDAHO PUBLIC INFORMATION POLICY

ID400.22

ID400.20 Purpose

This subpart provides policy on public information for all NRCS offices in Idaho. Procedure is contained in the Idaho Information Handbook which is designated as an official handbook in our directives system.

ID400.21 News Releases and Feature Stories

(a) Clearance at field office level. District conservationists are responsible for ensuring that news releases and feature stories for local media use are technically accurate and conform to NRCS policy. Release of items to local media should be made by the district conservationist. When such items pertain to activities of the soil conservation district and/or an individual farmer or rancher, the release will be reviewed by them before being given to the media.

(b) Clearance at state and area office level. News releases and feature stories written by technical or program specialists in the state and area offices will be reviewed, cleared, and released through the public affairs specialist. Clearance procedures are contained in the Idaho Information Handbook, Part 680, Subpart B.

ID400.22 Manuscripts for Publication or Speeches

NRCS employees are encouraged to write for publication and to speak at meetings about NRCS and its programs. Because the public accepts what NRCS employees say as official statements of NRCS, clearance of manuscripts is required to ensure that NRCS policies are presented correctly and that information is technically accurate.

Talks before local groups can be cleared by the district conservationist.

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For all other manuscripts, including talks for other than local audiences, technical and professional papers, and joint publications with other agencies or organizations, the employee and the supervisor are to follow the clearance procedures in the Idaho Information Handbook, Part 680, Subpart C.

ID400.23 Publications Control

The state conservationist is designated as publications control officer for Idaho. Proposals for an NRCS publication intended for any public distribution will be sent to the state conservationist for review and to determine the specific need and purpose for it before a manuscript is written. Procedure is contained in the Idaho Information Handbook, Part 680, Subpart D.

ID400.24 Photographic Files

State, area and field offices will maintain indexed subject files of black and white photographic prints, color slides, and digital images needed for public information purposes. These visuals should be available and of maximum benefit to NRCS personnel and the media. The public affairs specialist will review prints and slides made by field personnel for possible inclusion in the state office files. Procedure is contained in the Idaho Information Handbook, Part 680, Subpart E, ID680.43.

ID400.25 Film Supply

Field photographers will request film supplies directly from the public affairs specialist. Film will be furnished for NRCS-owned and non-NRCS-owned cameras furnished under cooperative arrangement. Film available will include black and white and color slide film in sizes 35mm, 120, and 4x5. Only black and white film is authorized for Polaroid. Also available are memory cards for digital equipment.

ID400.26 Film Processing

- (a) All exposed black and white and color slide film will be sent to the public affairs specialist for processing.
- (b) Black and white film needed for immediate press release can be processed locally.

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ID400.28(b)

- (c) Orders for prints, enlargements, and slide duplicates will be sent to the public affairs specialist for review and ordering. Large quantities, unusually large sizes, etc. must be justified.
- (d) Prepaid film processing mailers will not be purchased.

ID400.27 Audiovisual Equipment

- (a) Basic equipment for field offices. The basic audiovisual equipment authorized for purchase for each field office includes a digital camera, computer projector, memory card, slide projector, tape recorder/programmer, and projection screen.
- (b) Basic equipment for area and RC&D offices. The basic audio-visual equipment authorized for purchase for each area and RC&D office includes a digital camera, computer projector, memory card, slide projector, tape recorder/programmer, projection screen and overhead projector.
- (c) Standard photographic accessories may also be purchased when requested and justified, including light meters, tripods, filters, lenses, flash units, and related items.
- (d) No instamatic or pocket instamatic cameras using 110 or 126 film will be purchased.
- (e) Requisitions for purchase of audiovisual equipment for use by personnel in Idaho will be routed through the public affairs specialist for approval and help in selecting equipment that does the best job at the lowest cost.

ID400.28 Publications Ordering

- (a) Single copies or quantities of NRCS and USDA publications will be requested through the public affairs specialist or Landcare.
- (b) Single copies of other than NRCS or USDA publications may be requested directly from the source. Quantities of other than NRCS or USDA publications will be requested through the public affairs specialist.

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ID400.29 Organizational Relations

(a) As time permits, NRCS employees will assist groups, institutions, and agencies that request technical information and guidance on soil, water, and related resource conservation.

(b) Work with state organizations, state chapters of national organizations, and leaders of national organizations will be made known to the state conservationist.

ID400.30 Conservation Education

Support for conservation education activities is a part of all NRCS programs. As defined by NRCS, conservation education includes instruction about and concern for the whole range of renewable natural resources and the inter-relationships among them.

Instructional methods and curriculum development are the responsibility of professional educators. NRCS help for conservation education efforts is based on knowledge in the technical field of natural resource conservation.

NRCS employees will assist local, state, and national conservation education programs by providing technical services, supplying background information on use and management of natural resources, developing interpretive materials for school use, and serving on or advising conservation education committees of schools and organizations.

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