
January 28, 2004

WEST VIRGINIA BULLETIN NO. WV 260-4-2

SUBJECT: INF – Success Stories

Purpose: To provide guidelines for submitting success stories

Expiration Date: September 30, 2004

**ACTION REQUESTED BY: February 27, 2004
August 31, 2004**

The technical assistance provided by NRCS employees and partners has significant impact on our customers and the communities in which they live. We need to share this information to help "sell" conservation and to demonstrate to Congress and the American public the value that they receive in exchange for the funds allocated to NRCS.

Success stories have been placed on the NRCS West Virginia website under the News tab. These success stories are used to communicate our work and programs. Our target audiences include the media, public, congressional leaders, and USDA.

Each field office and RC&D office is to electronically submit at least one success story to Peg Reese at Peg.Reese@wv.usda.gov by February 27, 2004 and August 31, 2004. Use the attached guidelines to develop your success stories. Additional success stories should be sent to the Public Affairs Specialist every six months.

This is a great opportunity to share the accomplishments farmers, groups, and communities have accomplished in partnership with NRCS. I look forward to seeing our documented achievements grow online.

/S/

**LILLIAN V. WOODS
State Conservationist**

Attachment

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Guidelines for West Virginia Success Stories

- Success Stories should be short, but effective. Try to keep the amount of information provided to one page
- Focus on people and the effect of NRCS assistance to the landowner or customer. Be specific as possible i.e. “provided two additional months of grazing” rather than “improved the landowners bottom line”.
- Quotes from a landowner give a success story impact.
- Language should be non-technical and as jargon-free as possible
- Good photographs help to tell a story. Send images separately as a jpg.
- Provide the following information to Peg Reese, Public Affairs & Marketing Specialist, for possible inclusion in PRMS and the West Virginia Web Site.

Program or Category: Example: CTA, Conservation Education, Earth Team, EQIP, FPP, GRP, WHIP, WRP, etc.

Overview: Keep to one paragraph

Accomplishments:

Program Benefits to Landowner:

Program Benefits to Community:

Contact: