

THE ESSENCE OF A PUBLIC NOTIFICATION PLAN...

PUBLIC NOTIFICATION STEPS: Notifying the public about programs using flyers posted in conspicuous places where minorities congregate. Using radio, print, media and TV to inform the public about programs.

PUBLIC NOTIFICATION ANALYSIS

- Who are the under-served populations in your county?
- Where might they congregate?
- Who, if not yourself, can you ask to help you invite under-served populations to participate?
- What are the radio, print media, and TV outlets in your area?

ALL PROGRAM ANNOUNCEMENTS MUST CONTAIN:

NMSU CES Affirmation Action Statement:

Short Version:

New Mexico State University is an equal opportunity/affirmative action employer and educator. NMSU and the U.S. Department of Agriculture cooperating.

Long Version:

New Mexico State University is an equal opportunity/affirmative action employer and educator. All programs are available to everyone regardless of age, ancestry, color, mental or physical disability, gender, serious medical condition, national origin, race, religion, sexual orientation, gender identity, spousal affiliation, or veteran status.

ADA Statement

If you are an individual with a disability who is in need of an auxiliary aid or service please contact NAME by date at telephone number.

- When setting the deadline date keep in mind how much time you may need to make accommodations for an auxiliary service.
- Include disability photo with statement (can be found on civil rights Web site)



HOW TO INCORPORATE INTO ANNOUNCEMENTS:

- It is important to incorporate the Affirmative Action Statement and the ADA Statement into the text of the announcement. Some newspapers and radio stations may cut it out of the announcement if it is only listed as a footer on the paper it was originally submitted on.
- For the above reason, keep original announcements and staple to what was actually printed by the newspaper. This demonstrates “all reasonable efforts” were used to incorporate the statements.

See examples on Web site of announcements incorporating the statements in the body of the announcement.

WHAT ANNOUNCEMENTS NEED TO HAVE THE AFFIRMATIVE ACTION AND ADA STATEMENTS?

ALL!! - Flyers, newspaper releases, radio announcements, TV, etc.

WHERE COULD I SEND ANNOUNCEMENTS?

- Spanish Newspapers
- Spanish Radio Stations
- Schools
- Grocery stores and restaurants
- Grocery stores, churches where under-served populations may congregate or shop
- Think outside of the box!

SUGGESTIONS:

Make a list of radio stations, newspapers, stores, etc that you can send releases to including point-of-contact and contact information

Translate announcements to Spanish or other languages spoken by minorities in your county.