PUBLIC NOTIFICATION OF NONDISCRIMINATION

The Public Notification Plan includes the following requirements:

1. **Advise minorities of program availability and requirements of nondiscrimination.**

   This includes notifying minorities through promotional literature and mass media, including minorities on mailing lists, and display of the following printed statements of nondiscrimination on letterhead, publications, and other printed materials:

   "The University of Tennessee, The U. S. Department of Agriculture, and County Governments Cooperating. The Agricultural Extension Service offers its programs to all eligible persons regardless of race, color, national origin, sex, age, or disability and is an Equal Opportunity Employer."

   It may also include telephone calls, personal letters and visits to inform minorities of programs available to them.

2. **Prominent display of nondiscrimination poster "And Justice for All" in office locations, conference rooms, and at 4-H camps operated by the Agricultural Extension Service.**

3. **All informational materials released to the public should, as appropriate, contain a statement that the program or activity will be conducted on a nondiscriminatory basis.**

   The printed statement in 1. above is not sufficient to serve as public notification of nondiscrimination in relation to a specific activity. Material released to the media or directly to the public announcing a meeting or activity should contain a statement that the particular meeting or activity is open to all interested persons without regard to race, color, national origin, sex, age, or disability.

   Program announcements to a specific, racially identifiable audience such as 4-H members, 4-H leaders, FCE members, FCE officers or Extension planning committee members are not required to contain the statement of nondiscrimination because the individuals addressed are already enrolled in an Extension program. Consequently, all members of the intended audiences would receive the announcement.
Program announcements to a general audience such as "all youth" or "all homemakers" or "all beef cattle producers" should contain the statement. Likewise, program announcements to a subject-matter mailing list should contain the statement because a mailing list might not contain the names of everyone who would be interested in the meeting or activity.

4. Inform minorities of new programs and program changes by mailing information to "grass roots" organizations.

This requirement is often confused with the requirement of notification of nondiscrimination sent to certain organizations and groups. "Grass roots" organizations would not receive the notification letter unless the Extension Service is also working with the organization in one or more of the program areas. "Grass roots" organizations are to be notified of new programs and program changes on an "as needed" basis, which might be several times a year or less than once a year.

All organizations and groups with which Extension works regularly and on a continuing basis (except governmental agencies) are to be notified of Extension's nondiscrimination policy, and we are to seek assurance from them that they abide by Extension's nondiscrimination policy. This requirement, however, is not be confused as being a part of the Public Notification Plan. It is not a necessary part of the Public Notification Plan for Extension to notify "grass roots" organizations of our nondiscrimination policy. They are to be notified of new programs and program changes as necessary to keep them and their clientele informed.