

For: State and County Offices

Communications and Public Information Policy Update

Approved by: Administrator



1 Revised Policy for the Nondiscrimination Statement (NDS) on News Releases

A Background

Notice INFO-37 provided communications guidance including:

- National and State policies about communications activities
- roles and responsibilities for communications activities
- required State and County Office actions.

B Purpose

This notice amends requirements for using the abbreviated version of NDS contained in Notice INFO-37, subparagraph 3 C.

Disposal Date	Distrubution
June 1, 2010	State Offices; State Offices relay to County Offices

Notice INFO-39

1 Revised Policy for the Nondiscrimination Statement (NDS) on News Releases (Continued)

C Publications That Require Either the Full Text or Abbreviated NDS

Publications that require either the full text or abbreviated NDS include material that is primarily intended to directly inform individual producers or the general public of benefits, rights, and requirements for FSA programs, including:

- news releases
- County Office Newsletters
- District Newsletters
- State Office Newsletters
- program fact sheets
- brochures, program aids, and posters
- COC election materials
- direct mailings (postcards).

Now that many news releases go directly to FSA's targeted public audience by the Internet and other distribution channels, it is important that FSA include the abbreviated NDS on all news releases. That statement should read, "USDA is an equal opportunity employer and provider". In other instances, the full NDS text may be required.