

A Plan for Public Notification to be followed by Extension staff, was developed in 1972 and later revised so that people, especially minorities, limited resource audiences and women, might be informed that they had equal access to Extension programs and were protected against discrimination in the Civil Rights regulations.

The plan was the result of a directive from the Secretary of Agriculture, Supplement 2 of Secretary's Memorandum 1662. That directive required that the following be done:

1. Advise all eligible people covered by these requirements of program availability and the requirement for nondiscrimination.
2. Display the poster "And Justice for All" prominently in the local extension unit office and in other meeting rooms where extension educational programs are regularly held.
3. Develop a list of minority "grass roots" organizations and mail them information about new programs and program changes.
4. Include Civil Rights "success stories" in the Impact/Outcome Reports.
5. Place the extension nondiscrimination statement on all informational materials released to the public: "K-State Research and Extension is an equal opportunity provider and employer."
6. Prepare announcements and educational materials at the education level of the target audience.
7. Identify and utilize mass media used by minorities.
8. Place minorities and limited resource audiences on Extension mailing lists.
9. Evaluate the effectiveness of the Plan for Public Notification annually.

K-State, County Extension Councils and U.S. Department of Agriculture Cooperating.
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