

Media Release

(All Site Types)

OVERVIEW

The terms: media release, public release, public notification and public announcement can be used interchangeably in the Summer Food Service Program (SFSP).

A single media release notifying the public of the availability of free meals is required for SFSP sponsors yearly under SFSP Code of Federal Regulations 7CFR, Part 225.15(e).

The basic elements of the public announcement include the following (FNS 113-1,IX,A,3):

- Program availability – The availability of free meals for eligible children at eligible program sites. NMSFSP Form #1.8 may be used at the organization's discretion.
- The United States Department of Agriculture (USDA), SFSP nondiscrimination statement (included in NMSFSP Form #1.8).
- Procedure for filing a complaint and address for submitting a complaint to (included in NMSFSP Form #1.8).
- Meal service locations, dates and times.

The sponsor must submit the required information, listed above, to the media for release to the public prior to the start of program operations. The SFSP sponsor must also maintain documentation of its efforts to notify the public of the availability of free meals.

IN THIS SECTION YOU WILL FIND:

- NMSFSP Guidance – Media Release Requirements for Sponsors
- Public Release Form (NMSFSP Form #1.8)
- SFSP Income Eligibility Standards (NMSFSP Form #3.3)
- SFSP Media Release Form for Closed Enrolled Sites & Camps (NMSFSP Form #3.5)
- USDA Nondiscrimination Statement, procedure for filing a complaint, and address for submitting a complaint.

SPONSORS SHOULD PLACE INTO THIS SECTION:

- A copy of the information provided to the newspaper or radio or television station for release to the public.
- A complete copy of the release as it appeared in the newspaper. Ensure the name of the media the release was submitted to for publication as well as the publication date appearing on the published copy.
- Any other public announcement of program information.