A. Purpose

To establish procedures for using media statements consistent with federal civil rights laws, state law and University of Maryland policy. Media statements inform the public of our commitment to nondiscriminatory practices and to their rights to receive the benefits of AGNR, AES and UME programs and services.

To use media statements to inform citizens of the accessibility of our programs, events, and services as required by the following regulation and laws:

- Title VI of the Civil Rights Act of 1964
- Americans with Disabilities Act of 1990
- Code of Federal Regulations Title 7 Part 15-d “Nondiscrimination in Programs or Activities Conducted by the USDA”
- Executive Order 13160 of June 23, 2000
- Maryland Anti-Discrimination Act of 2001
- University of Maryland Policy of Non-Discrimination on the Basis of Sexual Orientation
- University of Maryland Human Relations Code

Actions taken pursuant to this procedure will be consistent with AGNR’s, AES’s and University of Maryland Extension’s commitment to communicate their dedication to equal opportunity and access to programs and facilities without regard to race, color, gender, national origin, sexual orientation, age, marital or parental status, or disability.

Implementation

AGNR, AES, and UME faculty and staff must ensure that the appropriate civil rights media statements and instructions on how to request accommodations appear on publications, advertisements, and other communications notifying the public of programs and services.

AES and UME will periodically examine phone listings, signage and other sources of information to the public to ensure that accessibility and accommodation to services and programs are clearly stated.

Civil Rights/Media Statements will be filed in the Civil Rights Central File and will be posted to the AGNR Fiscal Office website for easy access by all AGNR, AES and UME administrative personnel.

The University of Maryland Human Relations Code and Policy of Non-Discrimination on the Basis of Sexual Orientation provide for non-discrimination in programs and employment on the basis of sexual orientation. The Human Relations Code details the process for resolution and redress.

If you have questions about this policy please contact Barbara Duncan or David Ode in the AGNR Human Resources Management Office at 301.405.8778 or 301.405.1176.

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Media Statements for Flyers, Posters, and Press Releases

Long Civil Rights Statements:

“It is the policy of the University of Maryland, College of Agriculture and Natural Resources, Maryland Agricultural Experiment Station, and University of Maryland Extension that all persons have equal opportunity and access to programs and facilities without regard to race, color, gender, religion, national origin, sexual orientation, age, marital or parental status, or disability. (not all prohibited bases apply to all programs. A) The University of Maryland policy prohibits discrimination in employment and programs.

Questions about requirements should be directed to the Director of Human Resources Management, Office of the Dean, College of Agriculture and Natural Resources, Symons Hall, College Park, MD 20742

“The University of Maryland, Agricultural Experiment Station, and University of Maryland Extension are Equal Opportunity, Affirmative Action Employers. Persons with disabilities who require alternate means of communication of program information should contact us at (telephone number); (fax number); (e-mail address) or use the Maryland Relay Service at 7.1.1 for text telephone service to our voice number.”

Short Civil Rights Statements

“It is the policy of the University of Maryland, Agricultural Experiment Station and University of Maryland Extension, that no person shall be subjected to discrimination on the grounds of race, color, gender, religion, national origin, sexual orientation, age, marital or parental status, or disability.”

“Equal Opportunity Employers”

“Equal Access Programs”

ADA Statement

The following statement could be added to notices for all public meetings and program announcements associated with your office to inform prospective participants as to how to secure needed accommodation.

“If You Need Special Assistance to Participate In The (Meeting/Program), Please Contact (Name, Agency/Office) At (Telephone Number By (Date)”

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Media Statements for Flyers, Posters, and Press Releases (Spanish)

Declaración Larga (long statement)

“La Universidad de Maryland, la Estación Agrícola Experimental de Maryland, y la Universidad de Maryland Extensión prohíben la discriminación en sus programas y actividades a base de raza, color, sexo, religión origen, orientación sexual, estado civil o familiar, edad, o incapacidad. (Todas las bases de prohibición no se aplican a todos los programas.) La Universidad de Maryland prohíbe discriminación en empleado y en los programas.

Palabras sobre requerimientos legales deberán ser dirigidas al Director de Recursos Humanos de la Oficina del Vise Canciller de Agricultura y Recursos Naturales, Symons Hall, College Park, MD 20742

O (or)

“La Universidad de Maryland, la Estación Agrícola Experimental de Maryland, y la Universidad de Maryland Extensión prohíben la discriminación en sus programas y actividades a base de raza color, sexo, religión, origen, orientación sexual, estado civil o familiar, edad, o incapacidad. Las personas con las incapacidades que requieren medios de comunicación de la información de sus programas deben comunicarse con nosotros al numero (telephone number). Utilice, por favor, Servicio de Relay en Maryland a 7.1.1 + nuestro numero para hacer una llamada “texto.”

Declaración Corta (short statement)

“Es la política de La Universidad de Maryland, la Estación Agrícola Experimental de Maryland, y la Universidad de Maryland Extensión que ninguna persona estará expuesto a discriminación debido a la raza, el color, el sexo, la religión, el origen, la orientación sexual, el estado civil o familiar, la edad, o la incapacidad.”

O (or)

Son patrones de igualdad de participación a programas, y de oportunidades empleadoras.”

ADA Statement

“Si tiene una incapacidad que requiera ayuda especial para su participación en la reunión/programas, por favor comuníquese con nosotros (name, agency, office) al este numero (telephone number) antes de que (date).

Spanish Materials Statement

Some material may be available in Spanish on request.
“Algunos materiales en español son disponible a petición.”

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UME Media Statement

**Using Media Statements Creatively in Press Releases and News Articles**

Use the short media statement (“Equal Access Programs”) at the end of the article when using these more creative methods in the body of the article. Use the long statements on longer, more formal media, especially when you have control over whether or not they get printed (e.g., on posters and flyers.)

The following methods conform to the USDA Equal Opportunity Public Notification Policy 4300-3.

Getting media statements into the body of your article or press release* may mean using informal statements easily understood by your clientele and less likely to be cut by an editor. The following examples were provided by the NIFA Office at USDA and can be used in the body of the newspaper articles.

1. “Extension programs are open to all”
2. (“Educator’s or instructor’s name) encourages anyone who has questions or ideas to contact her at her office (telephone number including relay 7.1.1 and email)”
3. “Residents are being sought after as extension employees/volunteers: interested persons should call…”
4. “Membership (in the Junior Fair Board) is open to any person in any organization regardless of race, color, gender, age, sexual orientation, religion, marital or parental status, or disability.”

Accommodations statements used in addition to the non-discrimination statements above let potential participants know what modifications or accommodations can be made so that they may experience a program in a quality fashion.

1. “If you need assistance to participate in this program, please contact (name, number, email, fax) at least two weeks prior to the program.”
2. “Program materials may be available in other formats. Please let us know your needs at least two weeks in advance by contacting contact (name, number, email, fax)”
3. “Program materials (or informative brochures on this subject) are available on our website at (URL).”
4. “Algunos materiales son disponible en español;” (Some materials are available in Spanish.)
5. “Si necesita información en español, por favor pones en contacto con nosotros por teléfono (7.1.1 + area code + number).” If you need information in Spanish, please contact us on the telephone…”

If you have a Spanish speaking person to answer calls, give their direct number, otherwise, use the 7.1.1 Relay number prefix for a voice interpreter.

Adapted from material provided by NIFA, USDA from reviews in Missouri and Ohio, 2000. *Offset printed and more formal or longer items use the long media statements set for in UME policy.

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