

PUBLICIZING/ADVERTISING ELEMENTS

Local Boards **must** publicize/advertise in the local print media the availability of funds to inform and solicit applications from **all** agencies (including those on Native American reservations) providing or capable of providing emergency food and/or shelter assistance. Advertisements must include:

- Area funded/Local EFSP Board
(Note: National Board selects only jurisdictions for funding and advertisement must not state that a specific agency has been awarded the grant);
- Source of funding;
- Award amount;
- Purpose of funding;
- Priorities/needs that Local Board will address;
- Criteria for eligible agencies;
- Contact name, address and/or phone number for application; and
- Deadline for applying (Local Boards **must** allow at least **five business days after publication** for interested agencies to apply.)

Advertisement must appear in paper at least 5 business days prior to Local Board allocation of EFSP funds. See page 64 for sample advertisement.

Failure to advertise according to the National Board's requirements will result in a delay in processing the Local Board plan.

Note: All Local Boards must publicly advertise in the most broadly distributed local newspaper covering the jurisdiction. Failure to advertise properly will delay processing of the jurisdiction's board plan and subsequent payment of funds. (A press release is not sufficient unless publication can be verified.) When a news article cannot be obtained, a legal advertisement is acceptable.

In addition to the news article or legal advertisement, Local Boards may also directly notify agencies. Cable access television and radio may only be used to supplement the printed advertisement.