

SECTION: Outreach**SUBJECT: Publicity**

Federal Regulations: §246.4(a) (7)**POLICY**

Local agencies shall publicize annually in newspapers serving that agencies area the availability of WIC benefits including eligibility criteria and the location of local agency offices.

Submit at least annually a news release to newspapers in the service area including minority press and press serving the non-English speaking client populations of the local agency.

Keep copies of any newspaper articles. This information must be available during management reviews.