

**Department of General Services
Procurement Division**

707 Third Street, Second Floor, West Sacramento, CA 95605
(916) 375-4400 (800) 559-5529

BROADCAST BULLETIN

NUMBER: P-04-22
DATE ISSUED: April 20, 2022
EFFECTIVE: April 20, 2022

TO:
Procurement and Contracting Officers (PCO)
Purchasing Authority Contacts (PAC)

SUBJECT: DUE - Marketing and Outreach Advertising Material Purchase Report

Purpose This Broadcast Bulletin is to remind all state entities identified in Section 11000 of the Government Code, including the California State University, of the April 30, 2022, annual reporting deadline for Marketing and Outreach Advertising Material Purchase Report as instructed by Management Memo (MM) 21-06 issued by DGS on April 1, 2021.

To help facilitate electronic reporting the Procurement Division has created an on-line form, DGS PD 323 found here:

<https://forms.dgs.ca.gov/content/forms/af/dgs/pd/pd-323>

Access to the form and instructions is also available from the California Statewide Forms Directory here:

<https://forms.dgs.ca.gov/content/DGSFormsPortal/california-state-forms-directory.html>

Policy All state entities identified in Section 11000 of the Government Code, including the California State University, must track and annually report to DGS all dollars awarded and paid for the placement of marketing and outreach advertising materials, and further identify those dollars targeting specific ethnic and LGBTQIA communities for the reporting periods identified herein. Each entity shall submit to DGS the required information by April 30th of each year through April 30, 2023. The required information will be used to complete DGS' annual report for posting on the DGS Internet website by July 1st each year.

The report must include detailed information as noted in MM 21-06.

Background On September 30, 2020, AB 323 (Ch. 341, Stats. 2020) was passed and chaptered into law thereby establishing the requirement for DGS to post on its Internet website purchases related to marketing and outreach advertising materials for every state office, officer, department, division, bureau, board, and commission identified in GC 11000, including the California State University. These purchases must be further disaggregated to show placement of marketing and outreach advertising material targeting communications with specific ethnic communities including but not limited to Latino, African American, Asian-Pacific Islander, Indigenous, Middle Eastern, and LGBTQIA communities, as outlined by Public Contract Code 11801-11804.

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Reporting entities must complete the new DGS PD 323 Marketing and Outreach Advertising Material Purchase Report form and submit to DGS' Procurement Division by the following dates:

Procedure/
Process

2nd Report **Due April 30, 2022**

Covers a 12-month reporting period of April 1, 2021 through March 30, 2022

3rd Report Due April 30, 2023

Covers a 12-month reporting period of April 1, 2022 through March 30, 2023

The required report form DGS PD 323 Marketing and Outreach Advertising Material Purchase Report form is located here:

<https://forms.dgs.ca.gov/content/forms/af/dgs/pd/pd-323>

Each report must be signed by the state agency's highest ranking executive officer such as department director or designee.

State entities that did not award a contract or pay for placement of marketing or outreach advertising material pursuant to a contract during a reporting period do not need to submit a report.

Questions:

Please call 916-375-2010 or email IAU@dgs.ca.gov.