



**Department of General Services
Procurement Division**

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

Broadcast Date: April 18, 2023

Bulletin #: P-02-23

**TO: Purchasing Authority Contacts (PACs)
Procurement and Contracting Officers (PCOs)**

RE: DUE - Marketing and Outreach Advertising Material Purchase Report

Purpose	<p>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, 2023, 3rd and final 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.</p> <p>To help facilitate electronic reporting the Procurement Division has created an on-line form, DGS PD 323 found here:</p> <p>https://forms.dgs.ca.gov/content/forms/af/dgs/pd/pd-323/public/pd-323.html?wcmode=disabled</p> <p>Access to the form and instructions is also available from the California Statewide Forms Directory here:</p> <p>https://forms.dgs.ca.gov/content/DGSFormsPortal/california-state-forms-directory.html</p>
Policy	<p>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.</p> <p>The report must include detailed information as noted in MM 21-06.</p>
Background	<p>On September 30, 2020, AB 323 (Ch. 341, Stats. 2020) was passed and chaptered into law thereby establishing the requirement for DGS</p>

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.

Procedure/
Process

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

3rd and FINAL Report **Due April 30, 2023**

Covers a 12-month reporting period of April 1, 2022, through March 31, 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/public/pd-323.html?wcmmode=disabled>

The report must be signed by the state entity'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@gds.ca.gov