

MANAGEMENT MEMO

SUBJECT:
CONTRACTS FOR PUBLIC RELATIONS SERVICES

NUMBER:
MM 12-07

DATE ISSUED:
DECEMBER 14, 2012

EXPIRES:
UNTIL RESCINDED

REFERENCES:
GOVERNMENT CODE SECTION 14615

ISSUING AGENCY:
DEPARTMENT OF
GENERAL SERVICES

Purpose

The purpose of this management memo is to inform state agencies that contracts for public relations services must be subject to the highest level of departmental and agency review to ensure they are essential and provide good value to the state.

Policy

State departments, boards, offices and commissions subject to oversight by the Governor must obtain approval for all public relations contracts with a value of \$100,000 or greater from the appropriate Agency Secretary prior to submitting such contracts to the Department of General Services (DGS) for approval. This requirement also applies to any contracts for multiple services that contain a public relations services component valued at \$100,000 or more.

Public relations services includes, but is not limited to marketing, advertising, communications, promotional media, public outreach campaigns, media relations, non-technology web development, and graphic design.

No contracts will be approved by the DGS for this purpose unless the following written certification is received and signed by the Agency Secretary:

“I certify as the Agency Secretary that I have reviewed and approved this contract for public relations services.”

Agency Secretary:

_____ Date _____

For state entities under the Governor’s supervision, but which do not report to an Agency Secretary, this certification must be sent to the Governor’s Office for approval:

Governor’s Office:

_____ Date _____

DGS Contact

For further information, please contact:

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Signature

Original Management Memo signed by Fred Klass, Director

Fred Klass, Director
Department of General Services
