



Department of General Services

Procurement Division

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

**RE: New Mandatory Reporting Requirement - Assembly Bill 1511 - Diverse, Ethnic and
Community Media Outlets - Expenditure and Outreach Improvement Plan**

Purpose This Broadcast Bulletin announces a new mandatory reporting requirement and provides the Diverse, Ethnic and Community Media Report Template.

Policy By no later than July 1, 2025, state entities that expend funds on marketing, advertising, or outreach shall develop a plan for increasing expenditures directed to ethnic and community media outlets serving priority populations.

By no later than September 1, 2026, and annually thereafter through January 1, 2029, all state entities that expend funds on marketing, advertising, and outreach are required to:

1. Track and report expenditures and outreach plan progress using the [Diverse, Ethnic and Community Media Report Template](#). The first report includes the fiscal year term of July 1 – June 30, 2026. The final report includes the fiscal year term of July 1 – June 30, 2028.
2. Publish the report of expenditures and outreach plan progress via its website. The first report must be posted by September 1, 2026. The final report must be posted by January 1, 2029.

Background On September 22, 2024, [Assembly Bill \(AB\) 1511](#) (Santiago, Chapter 352, Statutes of 2024) was passed and chaptered into law establishing the requirements of [Government Code Sections 65054 – 65054.3](#). These Government Codes require state entities that expend funds on marketing, advertising, or outreach to create a plan to increase expenditures directed toward ethnic media outlets and community media outlets that serve historically underserved and underrepresented groups. The statutes contain definitions of ethnic media, ethnic media outlet,

community media outlet and priority populations for purposes of carrying out this obligation.

Procedure/Process State entities must update and implement internal policy and procedures to carry out these requirements.

Questions Contact the [Office of Community Partnerships and Strategic Communication \(OCPSC\)](#) for assistance with marketing, advertising, and outreach to priority populations.

Questions about this form or the reporting requirement may be directed to Office of Legal Services (OLS) olscontact@dgs.ca.gov.