DIVERSE, ETHNIC AND COMMUNITY MEDIA REPORT TEMPLATE

BACKGROUND:

On September 22, 2024, AB 1511 was signed into law as Gov. Code, § 65054 – 65054.3. It requires state agencies and departments that expend funds on marketing, advertising, or outreach shall, no later than July 1, 2025, develop a plan for increasing expenditures directed to ethnic and community media outlets serving priority populations. From September 1, 2026, through January 1, 2029, state agencies and departments must annually report on the previous fiscal year's progress in implementing the plan. These reports must be posted on their own websites using the report template developed by DGS. The reporting provisions become inoperative on July 1, 2028.

State agencies and departments that expend funds on marketing, advertising, or outreach efforts are required to develop a plan, no later than July 1, 2025, for increasing expenditures directed to ethnic media outlets and community media outlets serving specified populations to improve outreach to and engagement of members of populations served by those outlets. See the Appendix for definitions of relevant terms that were included in AB 1511.

REPORTING PERIOD:

This report outlines the efforts and expenditures of the below named agency to engage with diverse, ethnic and community media outlets in compliance with AB 1511. It highlights progress made in increasing outreach to priority populations and fostering inclusive communication strategies.

Section 1: IDENTIFY YOUR AGENCY OR DEPARTMENT

State Agency/Department Name	**Report Submission Date**
Office of the California Surgeon General	7/27/26

Section 2: DOES YOUR AGENCY OR DEPARTMENT CURRENTLY EXPEND FUNDS ON MARKETING, ADVERTISING OR OUTREACH

☑ **YES** ☐ **NO**

If your answer to this question is NO, then note N/A for questions 3, 4, and 5.

Section 3: BRIEFLY DESCRIBE HOW YOUR AGENCY OR DEPARTMENT CURRENTLY EXPENDS FUNDS ON MARKETING, ADVERTISING, OR OUTREACH, INCLUDING OVERALL BUDGET CATEGORIES FOR EXPENDITURES, AS APPLICABLE.

Narrative Section:

The Office of the California Surgeon General has a budget of $109,308.00 to support communication and public relations. These efforts focus primarily on digital and social media outreach. No funds have been expended towards traditional media or community community or ethnic media.

Section 4: DESCRIBE HOW YOUR AGENCY OR DEPARTMENT HAS INCREASED EXPENDITURES DIRECTED TO ETHNIC MEDIA OUTLETS AND COMMUNITY MEDIA OUTLETS SERVING THE POPULATIONS IDENTIFIED IN PARAGRAPH (2) OF SUBDIVISION (a) OF SECTION 65054 TO IMPROVE OUTREACH AND ENGAGEMENT OF MEMBERS OF POPULATIONS SERVED BY THOSE OUTLETS, PARTICULARLY WHEN THE TARGET AUDIENCE FOR THE CAMPAIGN ALIGNS WITH THE POPULATIONS SERVED BY SUCH MEDIA OUTLETS.

Narrative section:

Fiscal Year 2025-2026 will serve as a benchmark year, with the goal to increase the percentage of dollar expended in Fiscal Year 2026-2027 if funding is directed towards traditional media, community or ethnic media.

Section 5: PUBLISH FORM

State agencies and departments are required to publish this form on their own agency's website no later than September 1st of each year.

Section 6: DEFINITIONS AND INSTRUCTIONS

In accordance with Assembly Bill 1511 (State Government: diverse, ethnic, and community media), state agencies and departments that allocate funds for marketing, advertising, or outreach are required to develop a plan to increase the portion of the expenditures that are directed to ethnic or community media outlets. Additionally, they must annually report their progress in enhancing outreach to and investments in ethnic and community media outlets that serve priority populations, including small business as defined in Government Code Section 65054.

An Ethnic media outlet is an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A Community media outlet is a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Government Code Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

A. Implementation Progress Plan

By July 1, 2025, any state agency or department that allocates funds for marketing, advertising, or outreach must develop a plan to show proportional expenditures directed toward ethnic and community media outlets. This plan should aim to enhance outreach and engagement with the populations specified in AB 1511, paragraph (2) of subdivision (a) of Section 65054, particularly when the campaign's target audience aligns with the communities served by these media outlets.

B. Publish Form

State agencies or departments are required to publish a report on their agency's/Department's website no later than September 1st of each year. This program will be inoperative on July 1, 2028, and as of January 1, 2029, is repealed.

Appendix

Government Code section 65054 provides, in relevant part:

For the purposes of this article, the following definitions apply:
(a) (1) "Ethnic media" means any organization that produces news or culturally relevant media that serves ethnic, racial, or cultural communities residing in California, including priority populations, racial and linguistic minorities, immigrant communities, indigenous groups, and other historically underserved and underrepresented groups.
(2) For purposes of paragraph (1), "priority populations" for purposes of this article, mean members of underserved, disadvantaged, and hard-to-reach communities, including, but not limited to, people who are any of the following:
(A) Asian American.
(B) Black or African American.
(C) Immigrants or refugees.
(D) Native American or members of Tribal communities.
(E) Latinx.
(F) LGBTQ+.
(G) Limited English proficiency (LEP).
(H) Middle Eastern or North African.
(I) Native Hawaiian or Pacific Islander.
(J) People with disabilities.
(K) Religious minorities.
(L) Low-income communities.

(b) "Ethnic media outlet" means an entity that provides a substantial amount of ethnic media content through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.

(c) "Community media outlet" means a nonprofit organization, small business, or microbusiness, as defined in paragraphs (1) and (2) of subdivision (d) of Section 14837, in which at least one-half of the content is originally produced community news and cultural content of specific interest to a community, city, neighborhood, or region in the state through broadcast, print, or digital means, including television, radio, or online outlets on a daily, weekly, or other regular interval, and that has continuously produced that content for at least one year.