

MANAGEMENT MEMO

NUMBER: MM 12-07
DATE ISSUED: DECEMBER 14, 2012
EXPIRES: UNTIL RESCINDED
ISSUING AGENCY: DEPARTMENT OF GENERAL SERVICES

SUBJECT:

CONTRACTS FOR PUBLIC RELATIONS SERVICES

REFERENCES:

GOVERNMENT CODE SECTION 14615

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 _____

STATE ADMINISTRATIVE MANUAL

DGS
Contact

For further information, please contact:

David Zocchetti, Chief Counsel
Office of Legal Services
(916) 376-5085
David.Zocchetti@dgs.ca.gov

Original Management Memo signed by Fred Klass, Director

Signature

Fred Klass, Director
Department of General Services