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**
California Department of Aging	8/31/26

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:

CDA uses marketing, advertising, and outreach funds to increase awareness of programs and services available to older adults, people with disabilities, and caregivers throughout California. Outreach activities include public awareness campaigns, paid media, community and ethnic media, digital communications, and translation of materials into seven languages: Spanish, Chinese, Korean, Vietnamese, Tagalog, Hmong, and Armenian. These efforts help CDA and its partners connect Californians with information and services that support health, independence, and quality of life.

CDA's outreach efforts also support the programs and services delivered through its statewide network of partners, including Area Agencies on Aging, California Caregiver Resource Centers, Multipurpose Senior Services Programs, Community-Based Adult Services Programs, the Office of the State Long-Term Care Ombudsman, and local and community-based partners.

For fiscal year (FY) 2025-26, CDA's total media and outreach expenditures were more than $3.55 million. This included more than $730,000 spent through ethnic and community media to reach priority populations, including African American, Asian American/Pacific Islander, Latinx, Native American, rural and low-income communities, and communities served by Arabic, Armenian, Middle Eastern, Myanmarese/Burmese, and Russian-language media outlets.

CDA's media expenditures were higher in prior fiscal years due in part to one-time funding for CalGrows. The conclusion of that funding resulted in lower media and outreach expenditures for the current fiscal year.

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:

CDA continues to prioritize ethnic and community media outlets as a regular component of its outreach strategy. More than $730,000 was directed to ethnic and community media in FY 2025-26, compared with approximately $273,000 spent in FY 2023-24. Although expenditures were lower than in FY 2024-25 due to the conclusion of significant one-time CalGrows funding, the long-term increase reflects CDA's continued investment in reaching ethnic, rural, low-income, and other priority communities.

CDA selects media investments based on the intended audience, campaign objectives, geographic reach, language needs, and the ability of outlets to effectively engage the communities they serve. CDA will continue to identify appropriate ethnic and community media opportunities when campaign audiences align with the populations reached by those outlets.

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.