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 Pesticide Regulation (DPR)	11/13/2026

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 California Department of Pesticide Regulation (DPR) conducts outreach and engagement across the state to raise statewide awareness of pesticide safety and regulatory protections. (SEE ATTACHMENT A)

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:

In FY 2025-26, DPR's marketing spending increased significantly due to one-time SprayDays California launch funding, including over $496,000 in SprayDays paid media, and $120,000 in other funds for pesticide safety PSAs, mostly aimed at rural, low-income, and underserved Latino agricultural communities. (SEE ATTACHMENT A)

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.

California Department of Pesticide Regulation (DPR)
DIVERSE, ETHNIC AND COMMUNITY MEDIA REPORT
FY 2025-26

Attachment A – Continuation of Sections 3 and 4

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.

The California Department of Pesticide Regulation (DPR) conducts outreach and engagement across the state to raise statewide awareness of pesticide safety and regulatory protections. This work advances DPR's mission to protect human health and the environment by fostering sustainable pest management and regulating pesticides. It also supports programs and services delivered through partners such as county agricultural commissioners (CACs) and community-based organizations.

DPR's paid media and advertising was part of a campaign to build awareness of SprayDays California, DPR's statewide pesticide notification system. This funding was provided through a one-time budget allocation to develop and implement a statewide pesticide application notification system.

DPR also receives funding from US EPA for special projects. In 2025-2026 DPR used funding from US EPA for worker safety outreach.

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.

In FY 2025-26, one-time funding tied to the launch of SprayDays California significantly increased DPR's marketing-related expenditures, which totaled more than $994,000. This included more than $496,000 in SprayDays paid media ads.

SprayDays placements included ethnic and community media such as Spanish-language radio, a Univision partnership across the Central Valley, and Asian-language advertising on Crossings TV. The campaign also used digital ads, multilingual video and audio ads, and physical advertising in hard-to-reach communities, including at storefronts and food trucks. Together, these efforts reached Latino, rural, low-income, and other underserved Californians.

Because the launch funding was one-time, DPR expects media expenditures to be significantly lower in FY 2026-27. DPR remains committed to reaching the populations identified in Government Code Section 65054(a)(2) and will continue to pursue ethnic and community media opportunities as funding allows.

DPR also spent $120,000 in federally provided funding for general radio and digital pesticide safety PSAs. These PSAs targeted multilingual workers across California. Funding was spent on over 10,000 radio PSAs aired through the radio stations Entravision, Radio Indígena, KBIF Radio, Punjabi Radio USA, Wine Down Media, Radio Mexicana, Lazer Broadcasting, Lotus Radio, Latino Media, Radio Bilingüe, and Pulpo Media. Radio PSAs were aired in Spanish, Mixteco, Zapoteco, Purépecha, Triqui, Punjabi, and Hmong. Additionally, 1,027,103 PSAs were digitally streamed in Spanish on Spotify. The radio and digital PSAs aired throughout the Sacramento, Central, Southern, Coachella, and Imperial Valleys, Central Coast, Sonoma, Napa, Solano, and Ventura Counties and focused on providing information on pesticide safety, workers' rights, pesticide illness reporting, and DPR's Language Access Hub to farmworkers and their families.

As DPR receives funding for this project, the majority of the investment will be focused on high agricultural use regions and to reach workers in their primary language and invested in community outlets and ethnic media most likely to reach the intended audience for this safety information.