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TITLE 7. PLANNING AND LAND USE [65000 - 66499.58] (Heading of Title 7 amended by Stats. 1974, Ch. 1536.)

DIVISION 1. PLANNING AND ZONING [65000 - 66342] (Heading of Division 1 added by Stats. 1974, Ch. 1536.)

CHAPTER 1.5. Office of Land Use and Climate Innovation [65025 - 65059.3] (Heading of Chapter 1.5 amended by Stats. 2024, Ch. 41, Sec. 40.)

ARTICLE 5.7. Diverse, Ethnic, and Community Media [65054 - 65054.3] (Article 5.7 added by Stats. 2024, Ch. 352, Sec. 2.)

65054. 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.

(d) "Office" means the Office of Community Partnerships and Strategic Communications.

(Added by Stats. 2024, Ch. 352, Sec. 2. (AB 1511) Effective January 1, 2025. Inoperative July 1, 2028. Repealed as of January 1, 2029, pursuant to Section 65054.3.)

65054.1. The office shall assist state agencies and departments in marketing, advertising, and outreach to priority populations identified in paragraph (2) of subdivision (a) of Section 65054.

(Added by Stats. 2024, Ch. 352, Sec. 2. (AB 1511) Effective January 1, 2025. Inoperative July 1, 2028. Repealed as of January 1, 2029, pursuant to Section 65054.3.)

65054.2. (a) A state agency or department that expends funds on marketing, advertising, or outreach shall, no later than July 1, 2025, develop a plan for increasing 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 to and engagement of members of populations served by those outlets, particularly when the target audience for the campaign aligns with populations served by such media outlets.

(b) Each state agency or department that is required to develop a plan pursuant to subdivision (a) shall report annually on its progress in implementing the plan, including total expenditures directed to ethnic media outlets and community media outlets serving the populations identified in paragraph (2) of subdivision (a) of Section 65054 during the preceding fiscal year. The report shall be posted on the agency's or department's internet website no later than September 1 each year.

(c) The Department of General Services shall develop a template for the report required pursuant to subdivision (b) and make it available to all state agencies and departments no later than December 1, 2025.

(Added by Stats. 2024, Ch. 352, Sec. 2. (AB 1511) Effective January 1, 2025. Inoperative July 1, 2028. Repealed as of January 1, 2029, pursuant to Section 65054.3.)

65054.3. This article shall become inoperative on July 1, 2028, and, as of January 1, 2029, is repealed.

(Added by Stats. 2024, Ch. 352, Sec. 2. (AB 1511) Effective January 1, 2025. Inoperative July 1, 2028. Repealed as of January 1, 2029, by its own provisions. Repeal affects Article 5.7, commencing with Section 65054.)