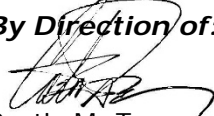


MANAGEMENT DIRECTIVE

Commonwealth of Pennsylvania Governor's Office

Subject: Commonwealth Media Services	Number: 220.1 Amended
Date: September 1, 2017	By Direction of:  Curtis M. Topper, Secretary of General Services
Contact Agency: Department of General Services, Commonwealth Media Services, Telephone 717.787.9766	

This directive establishes policy, responsibilities, and procedures for services provided by the Department of General Services, Commonwealth Media Services. Due to major changes, marginal dots are excluded.

1. **PURPOSE.** To establish policy, responsibilities, and procedures relating to agency use of Commonwealth Media Services (CMS) of the Department of General Services (DGS).
2. **SCOPE.** This directive applies to all departments, boards, commissions, and councils (hereinafter referred to as "agencies") under the Governor's jurisdiction. To the extent legislative, judicial, and other independent agencies choose to use CMS services, the policies and procedures herein will be applied.
3. **OBJECTIVES.** To provide high-quality, cost effective media and marketing services to agencies while ensuring consistent branding and messaging through coordination between and among agency program staff, agency communications staff, CMS, and the Governor's Communication Office.
4. **DEFINITIONS.**
 - a. **DGS statewide advertising contract.** The written agreement between the commonwealth and a supplier for delivery of advertising and marketing services, including, but not limited to, media buy strategies that support marketing solutions for the planning, purchase, placement, monitoring and evaluation of media services for the promotion of public policy initiatives, advertising campaigns, and state marketing programs.

- b. Grant/Subgrant.** A commitment of funds and programmatic authority by a state agency serving as the grantor to an outside entity (e.g., local government, school district, individual, nonprofit organization, or service provider) for the purpose of carrying out public policy and/or implementing program service delivery.
- c. Marketing/Advertising Services.** Strategies requiring paid media including events, sports sponsorships, traditional media such as radio, television, print, digital, lifestyle and multicultural and minority advertising mediums. The Development and execution of all marketing plans must be directed and approved by CMS.
- d. Media event services.** Includes news events and press conferences, television and radio public service announcements, satellite distribution, and high-quality livestreaming on social media and websites.
- e. Multimedia production services.** Includes producing, script writing and research, single and multi-camera videography and/or photography, video editing, soundtrack mixing and narration, motion graphics and animation for external use on social media, government websites, and traditional and digital advertising.

5. POLICY.

- a. Exclusive Provider.** CMS is the exclusive organization under the Governor's jurisdiction authorized to provide multimedia production, media event, and marketing/advertising services to all state agencies. No other commonwealth agencies or commissions under the Governor's jurisdiction are permitted to hire employees, purchase equipment and supplies, or contract for these services without the prior written approval of the Director of CMS. Agencies under the Governor's jurisdiction shall procure these services from CMS, unless an agency requests and receives approval to make a procurement under one of the following conditions:
 - (1) DGS statewide advertising contract.** Agencies must coordinate with the CMS Director of Marketing and the Governor's Communications Office when seeking marketing or advertising services under the DGS statewide advertising services contract. The CMS marketing team will work with agencies to develop project Statements of Work or Requests for Proposals as applicable. CMS retains first right of refusal to perform video, audio, multimedia and photographic services for such proposals.
 - (2) Grants/Subgrants.** Agencies must coordinate with the CMS Director of Marketing and the Governor's Communications Office when seeking multimedia production, media event, or marketing/advertising services through issuance of a grant or subgrant. CMS retains first right of refusal for all high-quality and event video and audio services as well as marketing/advertising services contracted via grant or subgrant. Additionally, grantees or subgrantees must place all media requests through the CMS Marketing Director, who will coordinate with the state's Media Planning Services contractor.

(3) Special case exemptions. Agencies may request exemption to this policy requiring multimedia production, media event, and marketing/advertising service provision by CMS through a written request and justification provided to the Director of CMS. Such request must be submitted, reviewed, and approved prior to engaging in any contracting or grant activity. If disapproved, the request will be serviced directly by CMS or fulfilled through standard contracts available to CMS and coordinated by the CMS Marketing Director. If approval is obtained from CMS, CMS' approval of the exemption must be attached to the procurement or grant/subgrant documentation.

(4) Agency Procurement. This directive does not apply to agency procurement of:

(a) Consumer-grade digital still cameras and video cameras used to create unedited documentation, legal documentation, displays, or to conduct surveillance and/or perform facility inspections/security.

(b) Audio recording equipment required for playback purposes.

b. CMS Preferred, but Not Exclusive Provider. CMS provides the following additional services, which agencies may but are not required to utilize: event staging; documentary production; promotional, training, and educational program development; media/press training; video extras; music selection; audio voiceover; Capitol Media Center management; cable TV; fiber optic microwave system transmission.

6. RESPONSIBILITIES.

a. Governor's Communications Office shall ensure agency compliance with policy and procedures relative to utilization of multimedia production, media event, and marketing/advertising services in accordance with this policy and through coordination with Agency Communications Offices and CMS.

b. Agency Communications Office and Agency Program Staff shall ensure appropriate coordination between and among Governor's Communications Office and CMS when multimedia, media event, and/or marketing/advertising services are required.

c. CMS shall, at minimum:

(1) Provide full range of multimedia production services, including creative development; production coordination; and post-production services.

(2) Provide full range of media event services, including broadcast quality, digital video; audio production services; Pennsylvania Satellite News Service and Pennsylvania Internet News Service (PINS) support; and satellite services.

(3) Provide full range of digital photography services.

- (4) Provide full range of marketing services, including strategic campaign planning and development services; campaign media placement services; and if applicable, procurement support.
- (5) Provide appropriate referral of graphic design, forms management, print, mail, bindery, and sign services to the DGS Bureau of Publications.

7. PROCEDURES.

- a. **Agency.** Completes, authorized through electronic signature, and submits Media and Marketing Services Request Form (STD-526e) outlining services requested

Note: Some services require pre-approval of the Governor's Communications Office as indicated on the Media and Marketing Services Request Form. Agencies are strongly encouraged to seek this approval in advance of submitting the form to CMS.

- b. **Governor's Communications Office.**

- (1) Reviews and approves or disapproves Media and Marketing Services Request Forms, as applicable.
- (2) Provides direction to agencies and CMS regarding project governance, as needed.

- c. **CMS.**

- (1) Reviews agency requests to confirm customer requirements, calculate resource availability, and estimate project costs.
- (2) If disapproved, notifies the agency of the disapproval and reason as well as provides assistance as necessary for the agency to procure services outside CMS.
- (3) If approved, assigns CMS project number and CMS work team for project to commence.
- (4) Tracks all project expenses and communicates with agency regarding interagency billing through project completion.
- (5) Bills agency via SAP Cost Allocation for project supplies and services including overtime, freelance services, satellite time, copyrighted music, graphic license fees, and all travel and related expenses.

This directive replaces, in its entirety, *Management Directive 220.1, Commonwealth Media Services*, dated January 14, 2008