



Management Directive

Commonwealth of Pennsylvania

Governor's Office

Management Directive 220.01 Amended – Commonwealth Media Services

Date: July 10, 2023

By Direction of:

A blue ink signature of Reginald B. McNeil II.

Reginald B. McNeil II, Secretary of General Services

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Commonwealth Media Services
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This directive establishes policy, responsibilities, and procedures for services provided by the Department of General Services (DGS), Commonwealth Media Services (CMS).

1. PURPOSE.

To establish policy, responsibilities, and procedures relating to agencies' use of the services provided by CMS.

2. SCOPE.

This directive applies to all departments, offices, boards, commissions, and councils under the Governor's jurisdiction (hereinafter referred to as "agencies"). Independent agencies, the General Assembly, and the state judiciary may utilize the services provided by CMS, subject to the policies and procedures set forth in this directive.

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 Public Affairs & Marketing Office.

4. DEFINITIONS.

a. DGS Statewide Advertising Contract. The written agreement between the Commonwealth and a supplier for the delivery of Marketing/Advertising Services.

- b. Grant/Subgrant.** A commitment of funds and programmatic authority to an outside entity (e.g., local government, school district, individual, nonprofit organization, or service provider) by a state agency, serving as the grantor, for the purpose of carrying out public policy and/or implementing program service delivery.
- c. Marketing/Advertising Services.** Branding, paid partnerships, promotions, giveaway campaigns and advertising including radio, television, digital, lifestyle, outdoor, and brand activations and sponsorships.
- d. Media Event Services.** 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.** Producing, script writing and research, single and multi-camera videography and/or photography, video editing, soundtrack mixing and narration, and 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 provider of Multimedia Production Services, Media Event Services, and Marketing/Advertising Services to agencies. No other agency may hire employees, purchase equipment and supplies, or enter into contracts for these services without the prior written approval of the Director of CMS. Agencies shall procure all Multimedia Production Services, Media Event Services, and Marketing/Advertising Services from CMS, **unless** an agency requests and receives prior approval to make a procurement under one of the following conditions:
 - (1) DGS Statewide Advertising Contract.** Agencies must coordinate with the CMS Marketing Director and the Governor's Public Affairs & Marketing Office when seeking Marketing/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 the right of first refusal to perform Multimedia Production Services and Media Event Services for such proposals.
 - (2) Grants/Subgrants.** Agencies must coordinate with the CMS Marketing Director and the Governor's Public Affairs & Marketing Office when seeking Multimedia Production Services, Media Event Services, and/or Marketing/Advertising Services through issuance of a grant or subgrant. CMS retains the right of first 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 directive by submitting a written request and justification to the CMS Marketing Director. Such requests must be submitted, reviewed, and approved prior to engaging in any contracting or grant activity. If disapproved, the Multimedia Production Services, Media Event Services, and/or Marketing/Advertising Services will be provided 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; and fiber optic microwave system transmission.

c. Campaign Timelines

(1) New Creative. For marketing campaigns requiring the creation of new or original creative assets, CMS requires a minimum of 18 weeks' notice to conduct research and development, treatment development, treatment approval, talent & location acquisition, filming, post-production, and final approvals.

(2) Existing Creative. For marketing campaigns using existing or stock creative assets, CMS requires a minimum of 16 weeks' notice to conduct research and development, treatment development, treatment approval, talent and location acquisition, filming, post-production, and final approvals.

(3) Process.

(a) Once a campaign is submitted, CMS and the agency take part in a discovery meeting.

(b) CMS completes research and development and develops a strategic recommendation (2 weeks).

- (c) Once the recommendation is approved by the agency and Governor's Public Affairs & Marketing Office (2 weeks), CMS engages the Commonwealth's media buyer and any other necessary vendors to discuss the project and its paid needs.
- (d) Media plans are turned around by the media buyers two weeks following the meeting and given to the agency, CMS, and Governor's Public Affairs & Marketing office for approval.
- (e) If new creative is necessary for a campaign, a treatment is developed, shared with Governor's Public Affairs & Marketing team for approval and then shared with the agency for approval. Following full approvals, a production process spanning 10 weeks occurs.
- (f) If no new creative is needed, following approval of media plans, the project goes into market.

6. RESPONSIBILITIES.

- a. **Governor's Public Affairs & Marketing Office** shall ensure agency compliance with this directive 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 Public Affairs & Marketing Office and CMS when Multimedia Production Services, Media Event Services, and/or Marketing/Advertising Services are required.
- c. **CMS** shall, at minimum:
 - (1) Provide a full range of Multimedia Production Services, including creative development, production coordination, and post-production services.
 - (2) Provide a full range of Media Event Services, including broadcast quality digital video, audio production services, PAcast support, and satellite services.
 - (3) Provide a full range of digital photography services.
 - (4) Provide a full range of Marketing/Advertising 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.**
 - (1) Flag any Marketing/Advertising Services dollar allotments for CMS and consult with CMS and the Governor's Public Affairs & Marketing office when applying for grants with a Marketing/Advertising Services component prior to submitting.
 - (2) Complete and submit Media and Marketing Services Request Form outlining services requested.

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

b. Governor's Public Affairs & Marketing Office.

- (1) Review and approve or disapprove Media and Marketing Services Request Forms, as applicable.
- (2) Provide direction to agencies and CMS regarding project governance, as needed.

c. CMS.

- (1) Review agency requests to confirm customer requirements, calculate resource availability, and estimate project costs.
- (2) If a project is disapproved, notify the agency of the disapproval and reason and provide assistance as necessary for the agency to procure services outside CMS.
- (3) If a project is approved, assign CMS project number and CMS work team for project to commence.
- (4) Track all project expenses and communicate with the agency regarding interagency billing through project completion.
- (5) Bill the 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.

d. ADDENDUM. Marketing Process Timeline Doc:

<https://dgs.pa.gov/CMS/Pages/process.aspx>.

This directive replaces, in its entirety, Management Directive 220.1 Amended, Commonwealth Media Services, dated September 1, 2017.