

217301

R-77-808

RESOLUTION NO. _____

DEC 21 1976

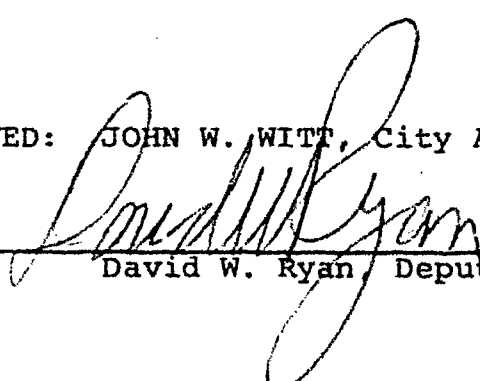
RESOLUTION ESTABLISHING COUNCIL POLICY
NO. 000-23 REGARDING GUIDELINES FOR
CITY EMPLOYEES AND AGENCIES OR ORGANIZA-
TIONS FUNDED BY THE CITY OF SAN DIEGO AS
TO ENDORSEMENTS OF COMMERCIAL PRODUCTS
OR SERVICES.

BE IT RESOLVED, by the Council of The City of San Diego,
as follows:

That Council Policy No. 000-23 regarding guidelines
for City employees and agencies or organizations funded by The
City of San Diego as to endorsements of commercial products or
services used by the City is hereby established as set forth
in the form of Council Policy filed in the office of the City
Clerk as Document No. 757713.

BE IT FURTHER RESOLVED, that the City Clerk be and he is
hereby instructed to add the aforesaid to the Council Policy
Manual.

APPROVED: JOHN W. WITT, City Attorney

By 
David W. Ryan, Deputy

MICROFILMED

MAY 31 1978

DWR:cav
11/16/76
Or. Dept. Mayor
067

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757713

SUBJECT: Product Endorsement

DOCUMENT NO. _____

FILED DEC 29 1976

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

PURPOSE

To provide direction to City employees and agencies or organizations funded by the City of San Diego regarding endorsements of commercial products or services.

POLICY

It is the policy of the City Council to prohibit endorsements, either implied or direct, of commercial products or services by the City, its employees, and agencies or organizations funded either in whole or in part by the City when such an endorsement will be used for advertising purposes.

1. No City employee, in his/her capacity as a City employee, shall endorse a product or service nor comment on that product or service if it is the intent of the solicitor of the endorsement, or of the vendor or manufacturer of that product or service, to use such comments for purposes of advertisement. City employees are not prohibited from responding to inquiries regarding effectiveness of products or services used by the City unless it is the inquirer's intention to use those comments for purposes of advertisement.

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2. All City contracts or agreements with consultants, vendors, etc., shall include a condition stating that any advertisements referring to the City of San Diego as a user of a product or service will require prior written approval of the City Manager who will insure that:

- a. the facts in the advertisement are accurate,
- b. there are no references to individual City employees, and
- c. there is no indication of the City's endorsement of the product or service.

3. All contracts or agreements with agencies or organizations to fund that agency or organization either in whole or in part with City funds shall include a condition requiring that agency or organization to adopt and follow a similar policy prohibiting that agency or organization's endorsement of commercial products or services. When such a condition is prohibited by state or federal regulation due to the fund source or type of program, the City of San Diego hereby requests those agencies which receive such funding from the City to adopt a similar policy.

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Passed and adopted by the Council of The City of San Diego on _____
by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Gil Johnson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lee Hubbard	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floyd L. Morrow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Gade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ken Ellis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jess D. Haro	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

AUTHENTICATED BY:

PETE WILSON

Mayor of The City of San Diego, California.

(Seal)

EDWARD NIELSEN

City Clerk of The City of San Diego, California.

By *Kathleen Marting* Deputy.

1976 NOV 17 AM 7:37
SAN DIEGO, CALIF.

Office of the City Clerk, San Diego, California

Resolution Number **217301** Adopted **DEC 21 1976**

CC-1276 (REV. 12-75)

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MAY 31 1978

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