

(R-94-766)

RESOLUTION NUMBER R- 283003

ADOPTED ON NOV 15 1993

RESOLUTION AMENDING COUNCIL POLICY NO. 000-23
REGARDING PRODUCT ENDORSEMENT.

BE IT RESOLVED, by the Council of The City of San Diego,
that Council Policy No. 000-23 entitled, "Product Endorsement,"
be and it is hereby amended as set forth in the Council Policy
filed in the office of the City Clerk as Document
No. RR- 283003.

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

APPROVED: JOHN W. WITT, City Attorney

By Cristie C. McGuire
Cristie C. McGuire
Deputy City Attorney

CCM:pev
11/05/94
Or.Dept:Mgr.
R-94-766
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CITY OF SAN DIEGO, CALIFORNIA

COUNCIL POLICY

PRODUCT ENDORSEMENT

Policy Number 000-23

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.

2. All City contracts or agreements with consultants, vendors, ~~sponsors~~, ~~advertisers~~, 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 City employees, and
- c. there is no indication of the City's endorsement of the product or service.

~~3. It is to be expressly understood that the acceptance by the City of donations, sponsorships, advertising revenues, etc. does not imply or grant the City's endorsement of the product, service, or organization.~~

3.4. 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's 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.

DOCUMENT NO. RR-283003

FILED NOV 15 1993

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

R- 283003

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NOV 15 1993

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

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Stevens	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Valerie Stallings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juan Vargas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Susan Golding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

(Seal)

SUSAN GOLDING

Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California.

By

Mary Cepeda
Deputy.

Office of the City Clerk, San Diego, California

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