

~~PRIVATE ENTITY, THE DEPARTMENT SHALL ISSUE A REQUEST FOR PROPOSALS TO SELECT THE ENTITY THAT WILL IMPLEMENT THAT PART OF THE COMPONENT.~~

~~(3) THE REQUEST FOR PROPOSALS SHALL:~~

~~(I) STATE WITH SPECIFICITY THE OBJECTIVES AND PERFORMANCE CRITERIA THAT WILL BE USED TO MEASURE THE SUCCESS OF THE PROGRAM TO WHICH THE REQUEST FOR PROPOSALS RELATES; AND~~

~~(II) STATE THAT PRIORITY WILL BE GIVEN TO ENTITIES WITH A DEMONSTRATED RECORD OF SUCCESSFUL MARKETING AND OUTREACH TO TARGETED MINORITY GROUPS.~~

~~(4) TO THE MAXIMUM EXTENT PRACTICABLE, THE DEPARTMENT SHALL AWARD ONE THIRD OF THE CONTRACTS WITH PRIVATE ENTITIES TO ENTITIES OR HIGHER EDUCATION INSTITUTIONS WITH DEMONSTRATED RECORDS OF SUCCESSFUL MARKETING AND OUTREACH TO TARGETED MINORITY GROUPS.~~

~~(E) TO THE EXTENT PRACTICABLE, THE DEPARTMENT SHALL TAKE STEPS TO MAXIMIZE THE COST EFFECTIVENESS OF THE COUNTERMARKETING AND MEDIA COMPONENT, INCLUDING:~~

~~(1) USING ADVERTISEMENTS AND OTHER COMMUNICATIONS AND PUBLIC RELATIONS PRODUCTS AND SERVICES THAT HAVE BEEN DEVELOPED BY AND SHOWN TO BE EFFECTIVE IN OTHER STATES; AND~~

~~(2) SUBJECT TO SUBSECTION (F) OF THIS SECTION, USING MONEY THAT IS ALLOCATED TO THE COUNTERMARKETING COMPONENT TO OBTAIN MONEY FROM THE FEDERAL GOVERNMENT, THE PUBLIC EDUCATION FUND, OR ANY OTHER ENTITY; AND~~

~~(3) COORDINATING THE PURCHASES OF BROADCAST TIME WITH OTHER STATES AND THE DISTRICT OF COLUMBIA.~~

~~(F) THE DEPARTMENT MAY NOT ACCEPT MONEY FROM THE FEDERAL GOVERNMENT, THE PUBLIC EDUCATION FUND, OR ANY OTHER ENTITY IF THE DEPARTMENT IS REQUIRED TO ACCEPT, AS A CONDITION OF RECEIVING THE MONEY, RESTRICTIONS ON THE CONTENT OF ADVERTISEMENTS, COMMUNICATIONS, OR OTHER PUBLIC RELATIONS PRODUCTS OR SERVICES THAT ARE FUNDED WITH MONEY FROM THE CIGARETTE RESTITUTION FUND IF THE RESTRICTIONS ARE INCONSISTENT WITH THE PURPOSES OF THIS SUBTITLE.~~

~~(G) THE DEPARTMENT SHALL SUBMIT AN ANNUAL REPORT, ON OR BEFORE SEPTEMBER 1, TO THE GOVERNOR AND, SUBJECT TO § 2-1246 OF THE STATE GOVERNMENT ARTICLE, THE GENERAL ASSEMBLY ON THE RESULTS OF THE COUNTERMARKETING AND MEDIA CAMPAIGN.~~

13-1014.

~~(A) THERE IS AN ADMINISTRATIVE COMPONENT IN THE PROGRAM.~~