

Introduction

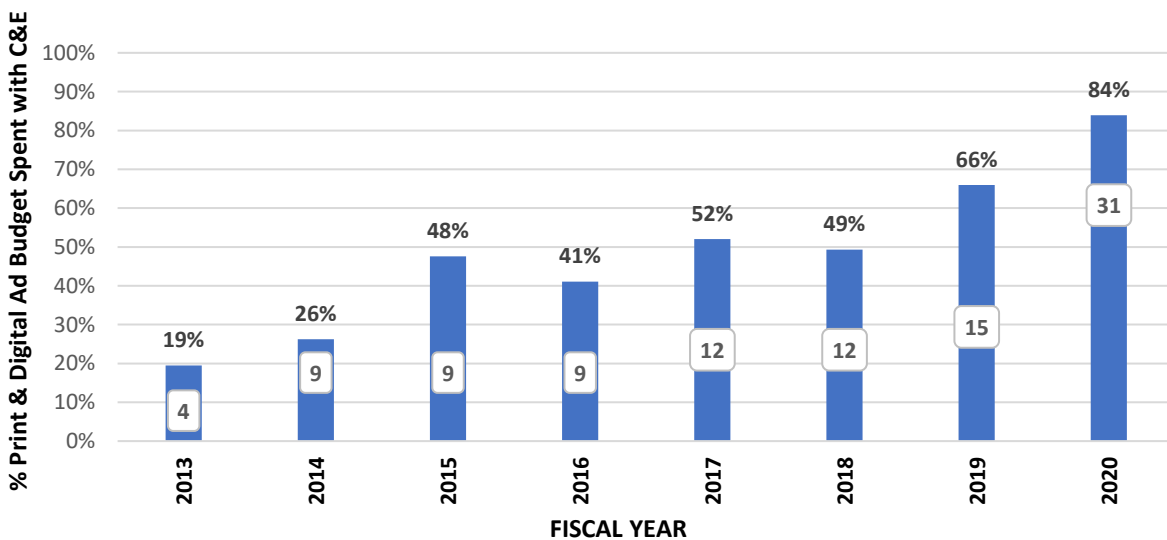
New York City is one of the most diverse cities in the United States, and the news publications its residents read reflect that diversity. Community and Ethnic Media outlets are an important way for the City to make sure that all New Yorkers, including those with limited English proficiency or who are part of immigrant communities, are aware of City government programs and services. In 2019, Mayor de Blasio issued [Executive Order 47](#) (“EO 47”) requiring City agencies, the NYC Department of Education, NYC Health + Hospitals, and NYCHA to spend at least half of their individual annual print and digital advertising budgets with Community and Ethnic Media outlets starting in Fiscal 2020.

As such, the Mayor’s Office of Operations collected agency advertising spend data throughout Fiscal 2020 and produced this Report summarizing agency compliance with EO 47 in Fiscal 2020.

Fiscal 2020 Compliance Summary

- 35 out of 40 agencies (87.5%) with eligible data met the 50% spend threshold
- \$9.9M out of \$11.8M (83.9%) of eligible print and digital ad dollars were spent with Community and Ethnic Media outlets
- Compliance, both at individual agency and overall levels, significantly increased as compared to previous Fiscal Years
- In the process of bringing at least 5 new agencies and offices into the program in Fiscal 2021, including Thrive

Citywide EO 47 Compliance - Year over Year Comparison*



***Notes:** Year over year analysis is based only on data collected from the City-certified vendors; boxed numbers on each column are the number of agencies above 50% EO Threshold in a given year.

Community and Ethnic Media Outlet Directory

In order to guide agencies to place ad campaigns consistent with the goals of EO 47, the Director of Community and Ethnic Media at the Mayor's Office and the Mayor's Office of Operations ("Operations") have developed and will continue to maintain the [Community and Ethnic Media Outlet Directory](#), a list of qualifying print and digital Community and Ethnic Media outlets. The outlets in the Directory represent a diverse set of New Yorkers, are printed in various languages, and cover neighborhoods located throughout the City.

Open Data

Per EO 47, summary agency ad spend must be placed on the Open Data portal on an annual basis. You can find Fiscal 2020 agency data [here](#).

The Community and Ethnic Media Outlet Directory can also be found on Open Data [here](#).

Partnership with CUNY

The Mayor's Office has also entered into a formal collaboration agreement with the Craig Newmark Graduate School of Journalism CUNY Foundation on behalf of and in support of CUNY's Center for Community Media. As part of this agreement, Operations will regularly share agency ad spend data, which CUNY will use to produce their own Agency Compliance Report. Operations and CUNY plan to work together to expand City agency training opportunities with the goal of helping to track and increase the City's advertising spend with Community and Ethnic Media outlets, and CUNY will continue to work with these outlets on business development.

Fiscal 2020 Agency Compliance Data

Agency Name	Agency Acronym	C&E Spend FY2020 (%)	C&E Spend FY2020 (\$)	Total EO Ad Spend FY2020 (\$)
Administration for Children's Services	ACS	97%	\$ 135,153	\$ 139,328
Business Integrity Commission	BIC	9%	\$ 179	\$ 1,933
Census	CENSUS	100%	\$ 1,877,607	\$ 1,886,502
Civic Engagement Commission	CEC	100%	\$ 28,422	\$ 28,422
Campaign Finance Board	CFB	54%	\$ 53,601	\$ 98,601
Democracy NYC	DEMNYC	72%	\$ 158,989	\$ 220,573
Department for the Aging	DFTA	77%	\$ 257,771	\$ 334,240
Department of Buildings	DOB	57%	\$ 92,181	\$ 161,070
Department of City Planning	DCP	100%	\$ 2,355	\$ 2,355
Department of Citywide Administrative Services	DCAS	100%	\$ 7,500	\$ 7,500
Department of Consumer and Worker Protection	DCWP	83%	\$ 89,630	\$ 107,873
Department of Correction	DOC	51%	\$ 25,218	\$ 49,246
Department of Cultural Affairs	DCLA	N/A	\$ -	\$ -
Department of Design and Construction	DDC	27%	\$ 6,596	\$ 24,335
Department of Education	DOE	81%	\$ 277,789	\$ 344,699
Department of Environmental Protection	DEP	50%	\$ 4,242	\$ 8,449
Department of Finance	DOF	20%	\$ 74,214	\$ 370,730
Department of Health and Mental Hygiene	DOHMH	90%	\$ 3,797,413	\$ 4,223,254
Department of Homeless Services	DHS	N/A	\$ -	\$ -
Department of Housing Preservation and Development	HPD	100%	\$ 38,878	\$ 39,054
Department of Information Technology and Telecommunications	DOITT	100%	\$ 100,812	\$ 100,812
Department of Investigation	DOI	N/A	\$ -	\$ -
Department of Parks and Recreation	DPR	50%	\$ 60,743	\$ 122,081
Department of Probation	DOP	64%	\$ 45,835	\$ 71,353
Department of Records and Information Services	DORIS	100%	\$ 2,484	\$ 2,484
Department of Sanitation	DSNY	52%	\$ 77,492	\$ 148,450
Department of Social Services	DSS/HRA	91%	\$ 303,514	\$ 333,871
Department of Transportation	DOT	62%	\$ 124,966	\$ 202,543

Agency Name	Agency Acronym	C&E Spend FY2020 (%)	C&E Spend FY2020 (\$)	Total EO Ad Spend FY2020 (\$)
Department of Veteran Services	DVS	N/A	\$ -	\$ -
Economic Development Corporation	EDC	N/A	\$ -	\$ -
Fire Department of New York	FDNY	100%	\$ 4,338	\$ 4,338
Health and Hospitals	H+H	71%	\$ 982,011	\$ 1,378,699
Mayor's Office (Central)	MO	67%	\$ 10,075	\$ 14,975
Mayor's Office for People with Disabilities	MOPD	N/A	\$ -	\$ -
Mayor's Office of Contract Services	MOCS	31%	\$ 1,863	\$ 6,065
Mayor's Office of Criminal Justice	MOCJ	N/A	\$ -	\$ -
Mayor's Office of Immigrant Affairs	MOIA	96%	\$ 631,624	\$ 654,958
Mayor's Office of Media and Entertainment	MOME	88%	\$ 38,073	\$ 43,147
Mayor's Office of Minority and Women-Owned Business Enterprises	MWBE	67%	\$ 52,084	\$ 78,126
Mayor's Office of Sustainability	MOS	N/A	\$ -	\$ -
Mayor's Office to End Domestic and Gender-Based Violence	ENDGBV	100%	\$ 3,596	\$ 3,596
New York City Commission on Human Rights	CCHR	100%	\$ 38,807	\$ 38,807
New York City Housing Authority	NYCHA	16%	\$ 77	\$ 472
New York City Police Department	NYPD	100%	\$ 9,067	\$ 9,067
Office of Chief Medical Examiner	OCME	N/A	\$ -	\$ -
Office of Emergency Management	OEM	95%	\$ 211,841	\$ 222,972
Office of Labor Relations	OLR	N/A	\$ -	\$ -
Office of Management & Budget	OMB	100%	\$ 14,987	\$ 14,987
Public Engagement Unit	PEU	90%	\$ 187,747	\$ 207,747
Small Business Services	SBS	81%	\$ 69,591	\$ 85,544
Taxi and Limousine Commission	TLC	N/A	\$ -	\$ -

Data Dictionary

Field Name	Field Definition
Agency Name	Name of the City agency or entity placing advertisements
Agency Acronym	Acronym of the City agency or entity placing advertisements
C&E Spend FY2020 (%)	Ad spend on C&E print and digital publications as a proportion of the total ad spend on print and digital publications
C&E Spend FY2020 (\$)	Ad spend in dollars on Community and Ethnic Media (C&E) print and digital publications only , including newspapers, magazines and journals but excluding job boards, associations, broadcast, and social media
Total EO Ad Spend FY2020 (\$)	Total ad spend in dollars on print and digital publications (both Mainstream and C&E), including newspapers, magazines and journals but excluding job boards, associations, broadcast and social media

Appendix

Terminology Definitions

Print and Digital Outlet (or In-Scope Media): An organization whose primary business focus is the dissemination of news via a print (newspaper, magazine, journal) or digital (website) medium; Community and Ethnic Media Outlets and Mainstream Outlets are subsets of Print and Digital Outlets.

Community and Ethnic Media Outlet (C&E): A print or digital outlet that is created for the communities of people based on native language, race, color, gender, national origin, ethnicity, religion, sexual orientation, disability or immigrant status; targets a discrete neighborhood, or geographic region, or populations that may or may not typically receive information from mainstream publications because of their exclusive use of foreign language; or falls within specifically tailored subject matter as determined by Operations.

Mainstream Outlet: A print or digital outlet that is not created for one of the aforementioned communities specifically and has a City-wide readership.

Out of Scope Media: Types of media that are not considered “print and digital”, including social media (Facebook, Snapchat, Instagram), broadcast media (TV, radio), mobile applications unaffiliated with a print and digital outlet as defined above, job boards, professional associations or networks, bus shelter ads, and more. Agency spend with these types of organizations is excluded from compliance calculations entirely.

Agencies Not Considered in the Analysis

Entities such as the Board of Education and District Attorney's Offices that are not written into EO 47 and agencies or Mayoral Offices, such as the Law Department, that have been granted waivers from EO 47 requirements in Fiscal 2020 are not considered in the analysis.

Data Collection

The Mayor's Office collects data from both the City-certified ad placement vendors (Miller Advertising and Graystone Advertising) and City agencies directly. We use data from the City vendors as the baseline and adjust it based on communications with City agencies, and add any non-vendor data identified in the data provided by the agencies. There will be adjustments to this process starting in FY2021 Q1.

Petitions and Exemptions

Agencies are able to submit petitions and exemptions for individual ad placements, and final compliance calculations reflect the Mayor's Office of Operations adjudications on these requests.

Petition: a request for spend with a publication/organization that would typically be out of scope from compliance calculations to be in scope and count positively for compliance.

Exemption: a request for spend that typically counts negatively for compliance to be excluded from compliance calculations. Typically requested if the agency places ads in a Mainstream outlet in order to meet other legal requirements.