

MAYOR'S OFFICE OF ETHNIC AND COMMUNITY MEDIA

FISCAL YEAR 2023 ANNUAL ADVERTISING SPEND REPORT

NOVEMBER 2023

NYC
Eric Adams
Mayor



NYC
Mayor's Office of
Ethnic & Community
Media

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MESSAGE FROM THE EXECUTIVE DIRECTOR

A newsstand of current ethnic and community newspapers is the proud centerpiece of our City Hall office. There are enough titles to fill 20 racks, representing distinct communities in all five boroughs of our City and cultures from around the globe.

Where some see ink and paper, I recognize the tireless work of those who create these publications: dynamic women and men doing everything they can to keep the diverse voices of our city strong. Even when financial pressures during the COVID pandemic threatened to destroy their businesses, every ethnic and community publisher did all they could to keep producing and conveying news and initiatives for their readers and communities. That determination and innovation kept their businesses alive.

After years of challenges, our City is back stronger, and these ethnic and community media businesses are an essential part of that recovery and growth. The Adams administration and the Mayor's Office of Ethnic and Community Media (MOECM) continues to stand with these publishers: the print, digital, radio, and TV outlets that are part of our Citywide Marketing Directory and beyond. As MOECM's Executive Director, I am humbled by the opportunity to work with the publishers, marketers, and employees from these essential media outlets.

This year, the MOECM expanded its capability to keep these outlets going: now, fully staffed, we are eager to advance our mission further. Our latest report describes significant progress: City agencies improved their Local Law 83 compliance percentage; an increased share of advertising distribution to ethnic and community media outlets; and the percentage of advertising funds allocated towards languages other than English. It also provides a clear picture of City advertising spending after the end of COVID relief funds from the Federal government.

There is always still work to do, and the Adams Administration is dedicated to the continued success of New York City's ethnic and community media despite our current budget crisis. At MOECM, we are up to the challenge of finding creative ways to continue supporting these publishers and their businesses through editorial and advertising so that the diverse voices of our City stay alive, more than ever.



José Bayona
Executive Director
Mayor's Office of Ethnic and Community Media



INTRODUCTION

The Mayor’s Office of Ethnic and Community Media (MOECM) was created in September 2021 per Local Law 83. It is the first Mayoral office of its kind in the United States, with a mission to increase equity, diversity, and inclusion throughout the City’s culturally rich media landscape.

The Office started its official operation on January 1st, 2022, when Eric Adams took office as the 110th Mayor of New York City.

The story of our second year is focused on measurable progress; MOECM completed the establishment of our comprehensive team, developed the tools and workflows necessary to monitor city advertising, and added powerful data gathering and reporting capabilities, allowing us a clearer picture of the impact and effectiveness of City advertising campaigns.

Mayor Eric Adams’ support has fueled significant progress for New York City’s Ethnic and Community Media (ECM) outlets and offered fresh opportunities to new media placement vendors, while our custom-created advertising strategies have strengthened the effectiveness of all City agency advertising.

MOECM’s evolution is making possible more focused messaging, more streamlined advertising creation, tracking, and implementation, and more detailed and relevant information regarding campaign results. Additional details on Local Law 83 and its requirements and MOECM’s vision can be found on our website.



FISCAL YEAR 2023 – SIGNIFICANT ACHIEVEMENTS

This report fulfills the annual requirement of Local Law 83 of 2021, mandating the Mayor’s Office of Ethnic and Community Media report on citywide advertising spend across all media categories (ethnic and community, mainstream, print, digital, radio, tv, out-of-home, social media, etc.).

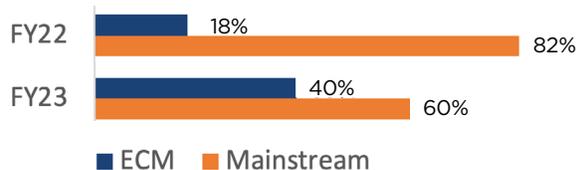
Out of 71 City agencies monitored, 48 City agencies advertised in Fiscal Year 2023 and submitted data. Of these, 8 received full agency waivers, leaving 40 City agencies with \$5,000 or more in advertising spend reported in our dashboard.

The spending data used has been self-reported by City agencies to MOECM.

Fiscal Year 2023 spans July 1, 2022, through June 30, 2023.

WORKING TOWARDS COMPLIANCE

Share of advertising budget distributed to ECM outlets increased 115 percent from Fiscal Year 2022.



City agency alignment with ECM spending goals increased overall from Fiscal Year 2022.

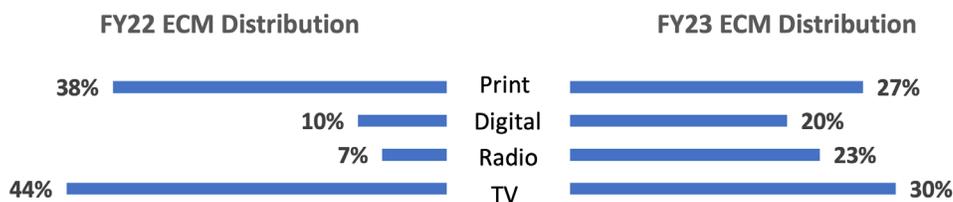
40 City agencies reporting more than \$5,000 in annual advertising spending in Fiscal Year 2023 are reflected in these calculations.

90% of City agencies placed advertisements with ECM outlets.

56% of City agencies met Local Law 83 compliance goal of 50 percent or more of advertising media budget spent with ECM outlets.

61% of City agencies improved their Local Law 83 compliance percentage from Fiscal Year 2022.

City agencies achieved a more equitable distribution across ECM media channels.





BACKGROUND - LOCAL LAW 83

OFFICE OF ETHNIC AND COMMUNITY MEDIA

Local Law 83 mandates the establishment of a Mayor’s Office of Ethnic and Community Media (MOECM).

MOECM started operations in January 2022. The Executive Director and the Office advise the Mayor in coordinating the government communications to the public, facilitate communications with agencies on delivering information to the public through ethnic and community media publications, and serve as a point of contact for ethnic and community media outlets and advertising vendors.

CITYWIDE MARKETING DIRECTORY

Local Law 83 mandates the creation of a list of ethnic and community media outlets as a directory for City agencies to reference when planning campaign advertisements.

MOECM is responsible for maintaining the Citywide Marketing Directory, a vetted resource of ethnic and community media outlets (including print, digital, radio and TV) that City agencies can use to distribute their messages to the public more effectively.

The directory can be accessed through the MOECM website and the NYC Open Data portal. MOECM’s extensive auditing process of ECM submissions ensures that all participants are active businesses whose publication/broadcasting data and community reach have been verified.

The office updates the marketing directory annually, or at the discretion of the Executive Director.

ANNUAL AGENCY FISCAL YEAR REPORT

Local Law 83 mandates the creation of an annual spending report on advertising, displaying each agency’s spending and compliance toward the 50 percent ECM advertising spend goal.

This document represents that report. Previous reports can be accessed on the MOECM website.

TRAINING AND COMPLIANCE

Local Law 83 mandates annual training for City agencies’ officers and employees responsible for advertising and marketing.



FISCAL YEAR 2023 – ADVERTISING SPEND

ADVERTISING SPEND BY CITY AGENCY

The table below outlines the advertising spend with ECM and Non-ECM outlets for each City agency with an annual spend of over \$5,000 that have not been offered a full agency waiver.

It includes the total amount spent on advertising for Fiscal Year 2023 and compliance percentages per Local Law 83.

Below are descriptions of terms used in the dashboard:

Ethnic and Community Media (ECM) – Print, digital, radio or TV outlets listed in the Citywide Marketing Directory.

Non-ECM: Print, digital, radio or TV outlets not listed in the Citywide Marketing Directory.

In-Scope: Any print, digital, radio or TV media outlet.

50% Spending Goal Compliance per LL 83: ECM spending divided by total In-Scope spending.

Out-of-Scope: Any media outlet that is not print, digital, radio or TV. Including but not limited to out-of-home, social media, job boards, digital displays and other.

City Agency	In-Scope (Print, Digital, Radio, and TV)			50% Spending Goal Compliance per Local Law 83	Out-of-Scope	Fiscal Year 2023 Overall Total
	ECM	Non-ECM	Total In-Scope			
New York City Service	\$19,260	N/A	\$19,260	100%	N/A	\$19,260
Office of Management and Budget	\$3,857	N/A	\$3,857	100%	N/A	\$3,857
Department of Youth and Community Development	\$82,852	\$2,065	\$84,918	98%	\$71,504	\$156,421
Department of City Planning	\$5,834	\$588	\$6,422	91%	N/A	\$6,422
New York City Commission on Human Rights	\$37,440	\$4,550	\$41,990	89%	\$80,129	\$122,119
Fire Department of New York	\$1,671	\$326	\$1,997	84%	\$7,449	\$9,446
Department of Parks and Recreation	\$66,281	\$19,114	\$85,395	78%	\$46,306	\$131,701
Administration for Children’s Services	\$627,901	\$193,951	\$821,851	76%	\$851,687	\$1,673,539
Public Engagement Unit	\$106,987	\$33,526	\$140,512	76%	\$368,038	\$508,550
Department of Finance	\$40,847	\$13,761	\$54,609	75%	\$35,003	\$89,612
Department of Consumer and Worker Protection	\$59,134	\$20,340	\$79,474	74%	\$187,051	\$266,525
NYC Public Schools	\$527,587	\$192,544	\$720,131	73%	\$5,274,089	\$5,994,220
Department of Citywide Administrative Services	\$4,976	\$2,198	\$7,173	69%	\$1,631	\$8,804
Department of Probation	\$197,604	\$89,179	\$286,783	69%	N/A	\$286,783
Civic Engagement Commission	\$158,904	\$76,929	\$235,833	67%	\$245,835	\$481,668
Mayor’s Office of Media and Entertainment	\$269,851	\$165,595	\$435,447	62%	N/A	\$435,447
New York City Police Department	\$202,971	\$128,773	\$331,744	61%	\$2,010,901	\$2,342,645

City Agency	In-Scope (Print, Digital, Radio, and TV)			50% Spending Goal Compliance per Local Law 83	Out-of-Scope	Fiscal Year 2023 Overall Total
	ECM	Non-ECM	Total In-Scope			
Democracy NYC	\$273,100	\$192,250	\$465,350	59%	\$344,879	\$810,229
Department of Small Business Services	\$387,805	\$269,110	\$656,915	59%	\$685,667	\$1,342,582
Department for the Aging	\$337,697	\$268,092	\$605,789	56%	\$116,024	\$721,813
Health and Hospitals	\$648,761	\$621,156	\$1,269,918	51%	\$747,369	\$2,017,286
NYC Districting Commission	\$23,750	\$25,880	\$49,630	48%	\$53,570	\$103,200
Department of Sanitation	\$414,158	\$529,509	\$943,666	44%	\$844,272	\$1,787,938
Department of Social Services	\$166,509	\$236,478	\$402,986	41%	\$1,655,388	\$2,058,374
Department of Transportation	\$1,480,746	\$2,096,272	\$3,577,018	41%	\$1,571,237	\$5,148,255
Mayor's Office	\$392,774	\$613,309	\$1,006,083	39%	\$1,702,756	\$2,708,839
NYC Emergency Management	\$49,113	\$79,879	\$128,993	38%	\$19,995	\$148,988
Mayor's Office of Climate and Environmental Justice	\$84,925	\$154,680	\$239,605	35%	\$362,531	\$602,136
Department of Buildings	\$167,367	\$309,455	\$476,822	35%	\$155,950	\$632,772
Department of Design and Construction	\$5,606	\$10,535	\$16,141	35%	\$4,224	\$20,365
Racial Justice Commission	\$666,930	\$1,268,279	\$1,935,209	34%	\$644,518	\$2,579,728
Department of Health and Mental Hygiene	\$9,338,023	\$18,024,770	\$27,362,793	34%	\$9,099,776	\$36,462,569
Department of Correction	\$28,509	\$59,878	\$88,387	32%	\$127,604	\$215,991
Department of Housing Preservation and Development	\$20,371	\$53,496	\$73,866	28%	\$40,589	\$114,455
New York City Civilian Complaint Review Board	\$15,205	\$85,000	\$100,205	15%	N/A	\$100,205
Department of Veterans Services	\$2,534	\$19,995	\$22,529	11%	\$10,455	\$32,984
Department of Environmental Protection	N/A	\$11,868	\$11,868	0%	\$9,753	\$21,621
Mayor's Office of Contract Services	N/A	\$11,344	\$11,344	0%	\$75,271	\$86,615
Department of Investigation	N/A	N/A	N/A	N/A	\$24,123	\$24,123
Mayor's Office to End Domestic and Gender-Based Violence	N/A	N/A	N/A	N/A	\$120,000	\$120,000
GRAND TOTAL	\$16,917,840	\$25,884,672	\$42,802,512	40%	\$27,595,574	\$70,398,086

Source: The Mayor's Office of Ethnic and Community Media | Self-Reported by City agencies
Published: November 2023



WAIVED CITY AGENCIES

There are two types of waivers City agencies can be granted - Legal Mandate and Full Agency waiver. Below are the definitions.

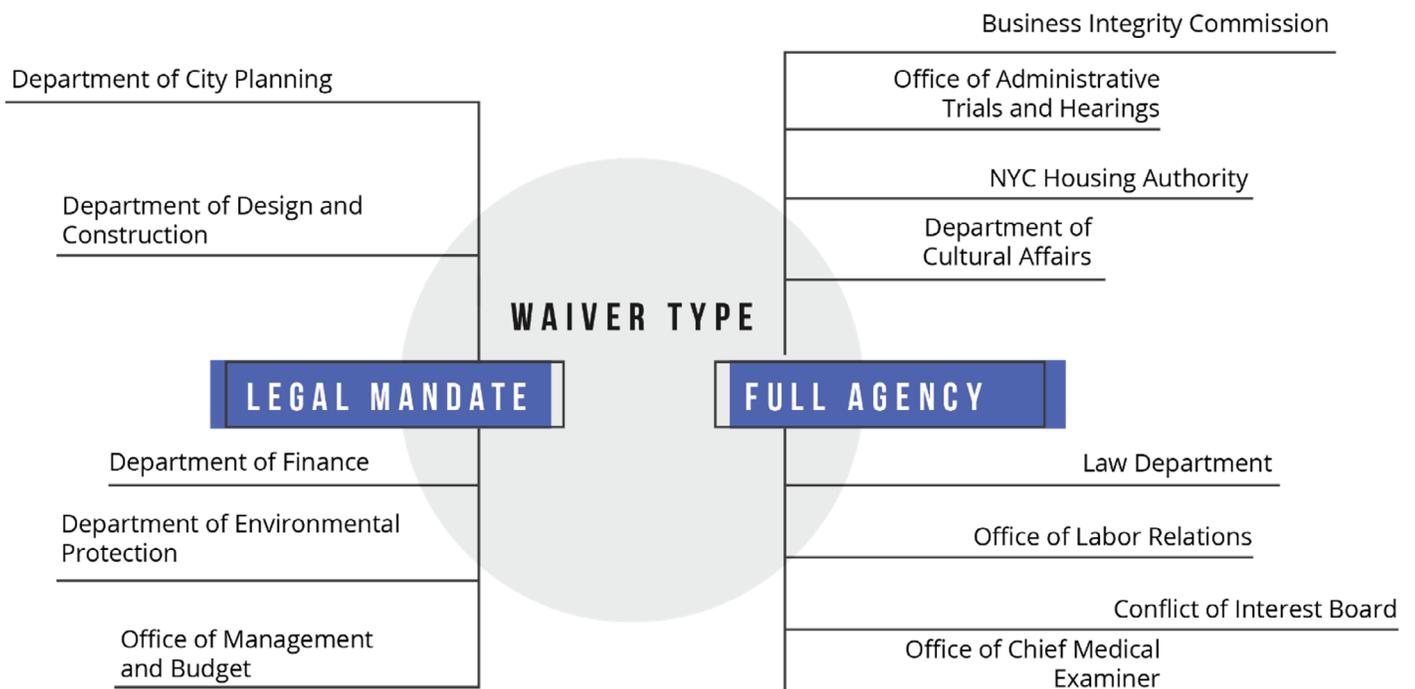
LEGAL MANDATE WAIVER

Many agencies are required by statute, court order, or other legal mandates to publish information in Non-ECM outlets. When those legal requirements conflict with Local Law 83’s goals, such notices are waived from being included as “In-Scope” spending.

FULL AGENCY WAIVER

Agencies that routinely spend less than \$5,000 per year on advertising across all types of media are granted a full agency waiver from compliance with Local Law 83’s goals.

The following City agencies received a legal mandate waiver or a full agency waiver for Fiscal Year 2023.



A DEEPER LOOK INTO ADVERTISING SPEND

When preparing to send a message to New Yorkers about programs, services, and initiatives, City agencies must decide which media type works best for the audience they need to reach and type of message they need to communicate.

This table below offers a closer look at how budgets were distributed between in-scope and out-of-scope, ECM and Non-ECM, as well as between print, digital, radio and TV categories.

FISCAL YEAR 2023 TOTAL ADVERTISING SPEND				
\$70,398,086				
IN-SCOPE			OUT-OF-SCOPE	
\$42,802,512			\$27,595,574	
	NON-ECM	ECM		
PRINT	\$ 1,962,417	\$ 4,549,962	OUT-OF-HOME	\$ 20,673,986
DIGITAL	\$ 1,555,648	\$ 3,314,220	SOCIAL MEDIA	\$ 6,164,722
RADIO	\$ 7,011,622	\$ 3,948,201	JOB BOARDS	\$ 756,865
TV	\$ 15,354,986	\$ 5,105,457		
TOTAL	\$ 25,884,672	\$ 16,917,840	TOTAL	\$ 27,595,574



ADVERTISING OBJECTIVES

The graph below represents the purpose for the advertisements placed during Fiscal Year 2023.



17.2 percent of the advertising spend was utilized to communicate City messages not categorized in the collected data, such as legal notices, public events and public safety.

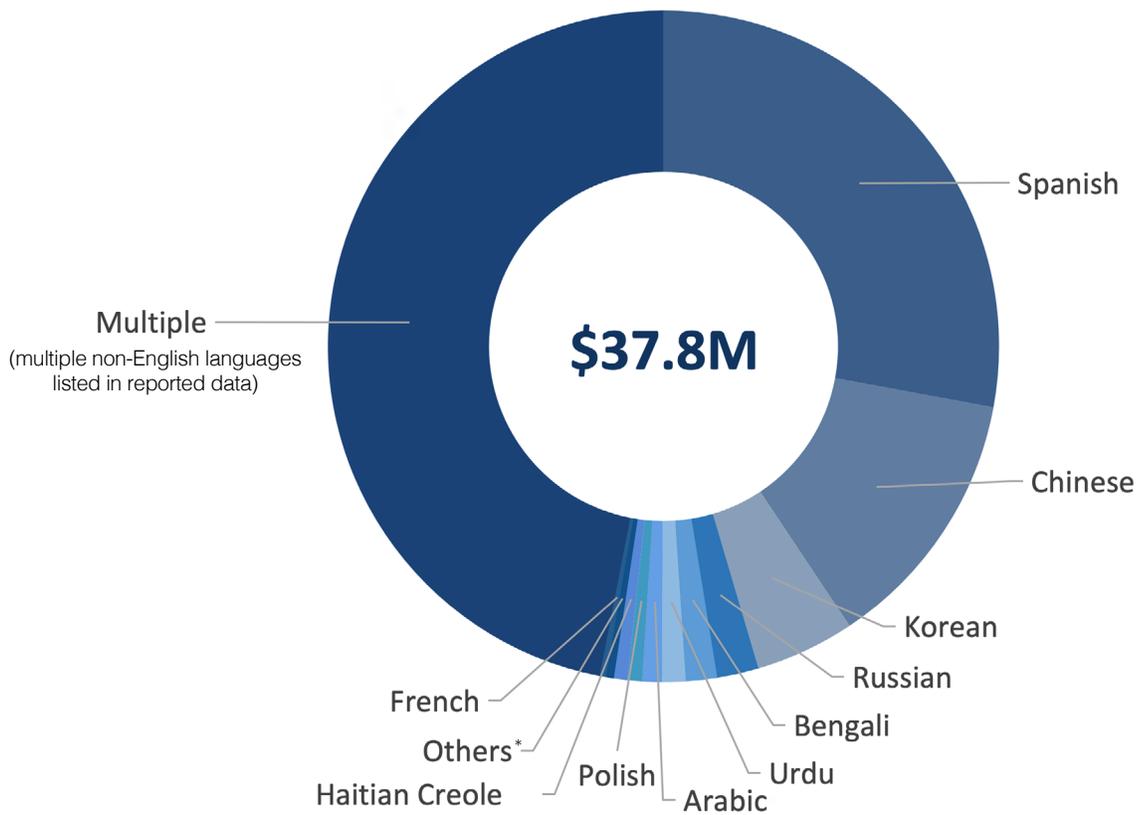


ADVERTISING SPEND ON LANGUAGES OTHER THAN ENGLISH

New York City is home to many from all over the world and so it is vital for its residents to have access to information not only in English, but also in their native language. City agencies advertised in all ten of the designated citywide languages established by Local Law 30 of 2017 and others.

The graph below shows the languages that City agencies translated their advertisements into. These messages were placed in ECM, Non-ECM and out-of-scope outlets in all media categories for Fiscal Year 2023.

DURING FISCAL YEAR 2023,
 A TOTAL OF **\$70.4M** WAS BUDGETED FOR ADVERTISING MEDIA PLACEMENT.
51 PERCENT WAS ALLOCATED TOWARDS LANGUAGES OTHER THAN ENGLISH.

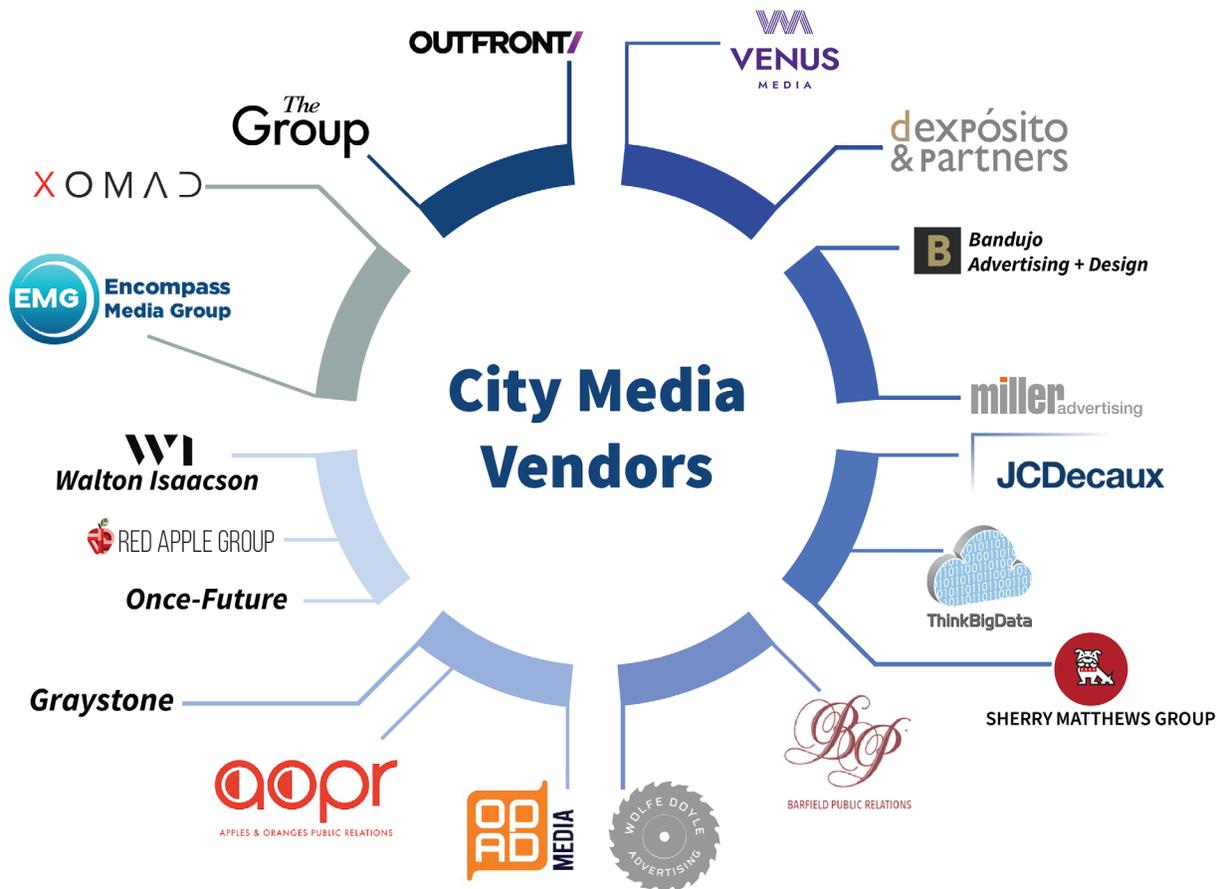


*Others: advertisements placed in: Albanian, Filipino, German, Greek, Gujarati, Hebrew, Italian, Japanese, Pakistani, Portuguese, Punjabi, Yiddish.

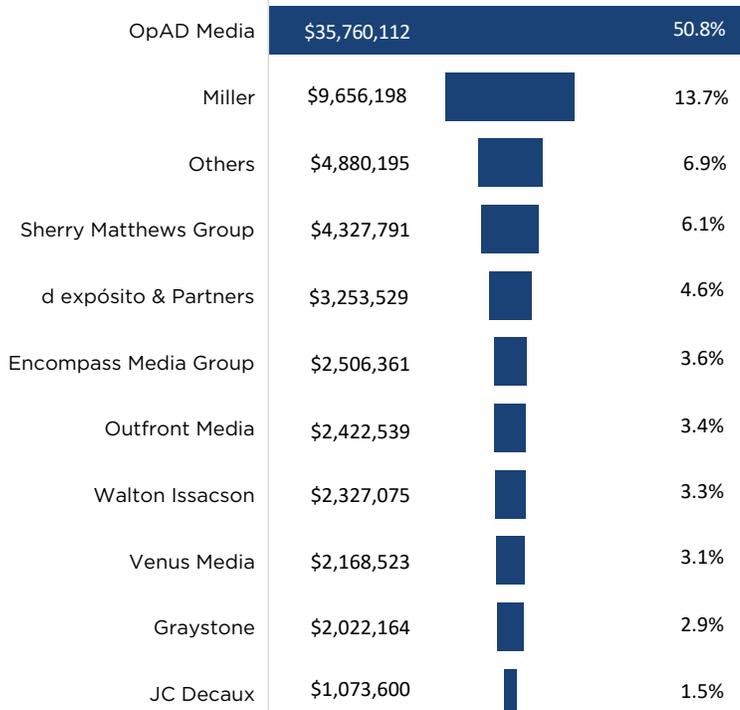
BUDGETED ADVERTISING SPEND BY MEDIA VENDOR

During Fiscal Year 2023, MOECM broadened the diversity of media placement vendors City agencies contracted with to execute advertising campaigns.

This year, City agencies allocated advertising work to 19 media placement vendors.



FY23 Budgeted Media Placement Spend by Media Vendor



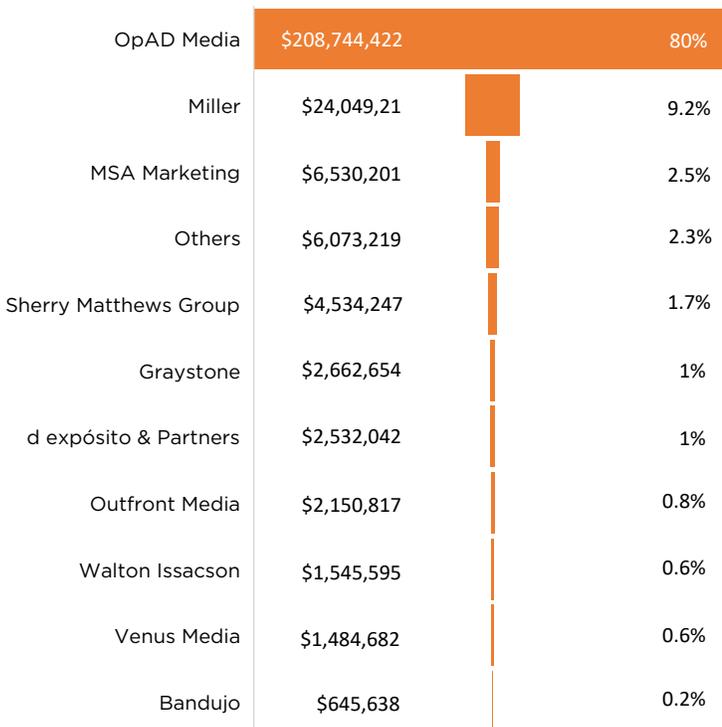
The charts on this page display amounts paid to media vendors for City advertising for Fiscal Year 2023 in comparison to Fiscal Year 2022.

Although the support of Federal stimulus came to an end in Fiscal Year 2023, City agencies were still able to diversify the group of media vendors.

The analysis of City agency spending does not include commission fees paid to media placement vendors for services provided. This report only reflects spending totals specifically for buying space with media outlets.

These charts outline the top ten media vendors to receive City advertising work for Fiscal Year 2023 and Fiscal Year 2022.

FY22 Budgeted Media Placement Spend by Media Vendor



APPENDIX

DATA DICTIONARY

FIELD NAME	FIELD DEFINITION
CITY AGENCY NAME	Full name of the City agency or entity placing advertisements.
ECM	Ethnic and Community Media (ECM) – Print, digital, radio, or TV out-lets listed in the Citywide Marketing Directory.
NON-ECM	Any print, digital, radio, or TV outlets not listed in the Citywide Marketing Directory.
TOTAL IN-SCOPE	Any print, digital, radio, or TV media outlet. (ECM + non-ECM).
50 PERCENT SPENDING GOAL COMPLIANCE PER LOCAL LAW 83	Compliance percentages are calculated by dividing the amount found in the ECM Spending column divided by the amount in the Total In-Scope Spending column.
OUT-OF-SCOPE	Any media outlet that is not print, digital, radio or TV. Including but not limited to, out-of-home, social media, job boards, digital displays, and other. Out-of-Scope spending is excluded from compliance calculations. Ex. social media (Facebook, Snapchat, Instagram), job boards, professional associations or networks, bus shelter ads.
FISCAL YEAR 2023 OVERALL TOTAL	Total advertising spend in dollars of both in-scope and out-of-scope media. This includes print, digital, radio, and TV, including newspapers, magazines, journals, job boards, associations, billboards, etc.

PUBLIC ACCESS

Per [Local Law 83](#), City agency advertising spend must be placed on NYC Open Data annually. Advertising spend on each ECM outlet can be also found in NYC Open Data.

NYC Open Data linked [here](#).

This Fiscal Year 2023 report, and previous reports, may be found on the MOECM website linked [here](#).

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