



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

EXECUTIVE ORDER 47

May 22, 2019

STRENGTHENING OUR COMMITMENT TO COMMUNITY AND ETHNIC MEDIA

WHEREAS, New York City is one of the most diverse cities in America, and community and ethnic media provides an important way for the City to connect and ensure that its message reaches all New Yorkers; and

WHEREAS, according to the U.S. Census population estimates for 2017, approximately 37 percent of City residents are foreign-born, and approximately 23 percent of City residents do not speak English as their primary language and have a limited ability to read, speak, write, or understand English; and

WHEREAS, the City wants to ensure that critical information about City services, policies, and opportunities reach these communities, and community and ethnic media is a pathway to allow members of these communities, many of whom critically need information about City programs, to access it; and

WHEREAS, it is essential that all residents have meaningful access to City programs, services, and activities, and the public safety, health, economic prosperity, and general welfare of all City residents is furthered by increasing access to City programs and services, regardless of native language, race, color, gender, national origin, ethnicity, religion, sexual orientation, disability or immigrant status.

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is hereby ordered:

Section 1. Definition. For the purposes of this Order, the term “community and ethnic media” shall mean any print or digital publication that is created for 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 a geographic region, or a population 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 the New York City’s Mayor’s Office.

§ 2. Community and Ethnic Media Advertising. All agencies of the City of New York shall ensure that, by the end of fiscal year 2020, and for every fiscal year thereafter, at least 50 percent of their annual print and digital publication advertising spending is going toward community and ethnic media outlets. The Mayor's Office of Operations shall take all steps necessary, consistent with applicable law, to implement the provisions of this Order with respect to the New York City Department of Education, New York City Health + Hospitals, and the New York City Housing Authority.

§ 3. Approved Media Outlet List. The Mayor's Director of Community and Ethnic Media, or the Mayor's Designee, shall develop and maintain a list of community and ethnic media outlets that promote and exemplify the City's many interconnected communities, as described in section 1, for City agencies, the New York City Department of Education, New York City Health + Hospitals, and the New York City Housing Authority to use at their discretion. Agencies may petition the Mayor's Director of Community and Ethnic Media, or the Mayor's Designee, to count their advertisements in an outlet that is not on the approved list toward their community and ethnic media outlet spending.

§ 4. Development and Transparency. Agency representatives that work on purchasing print or digital publication advertising will be required to participate in regular Mayor's Office trainings. Beginning in fiscal year 2020, and for every fiscal year thereafter, agencies shall submit a year-end data report to the Mayor's Office of Operations regarding the agency's annual print and digital publication advertising spending. The report shall include, but is not limited to, the total amount each agency spent on such advertising and the total amount each agency spent on community and ethnic media. Data regarding each agency's annual print and digital publication advertising will be made available to the public through the Open Data portal at the beginning of 2021 and at the beginning of each fiscal year thereafter.

§ 5. Waiver for Agencies. Agencies may obtain a waiver from any or all of the requirements set forth in this Order from the Mayor's Office of Operations.

§ 6. Exemption for Legally Required Notices. To the extent that these requirements conflict with an agency's requirements to comply with legal and statutory notices that require posting or distribution in publications or media pursuant to local, state, or other applicable law, such notices are exempt from the requirements in this Order. For purposes of this exemption, agencies may subtract the publication costs of such legally required notices from their total advertising budgets before calculating their required ethnic and media outlet spending pursuant to section 2 of this Order.

§ 7. Effective Date. This Order shall take effect immediately.

  
Bill de Blasio  
Mayor