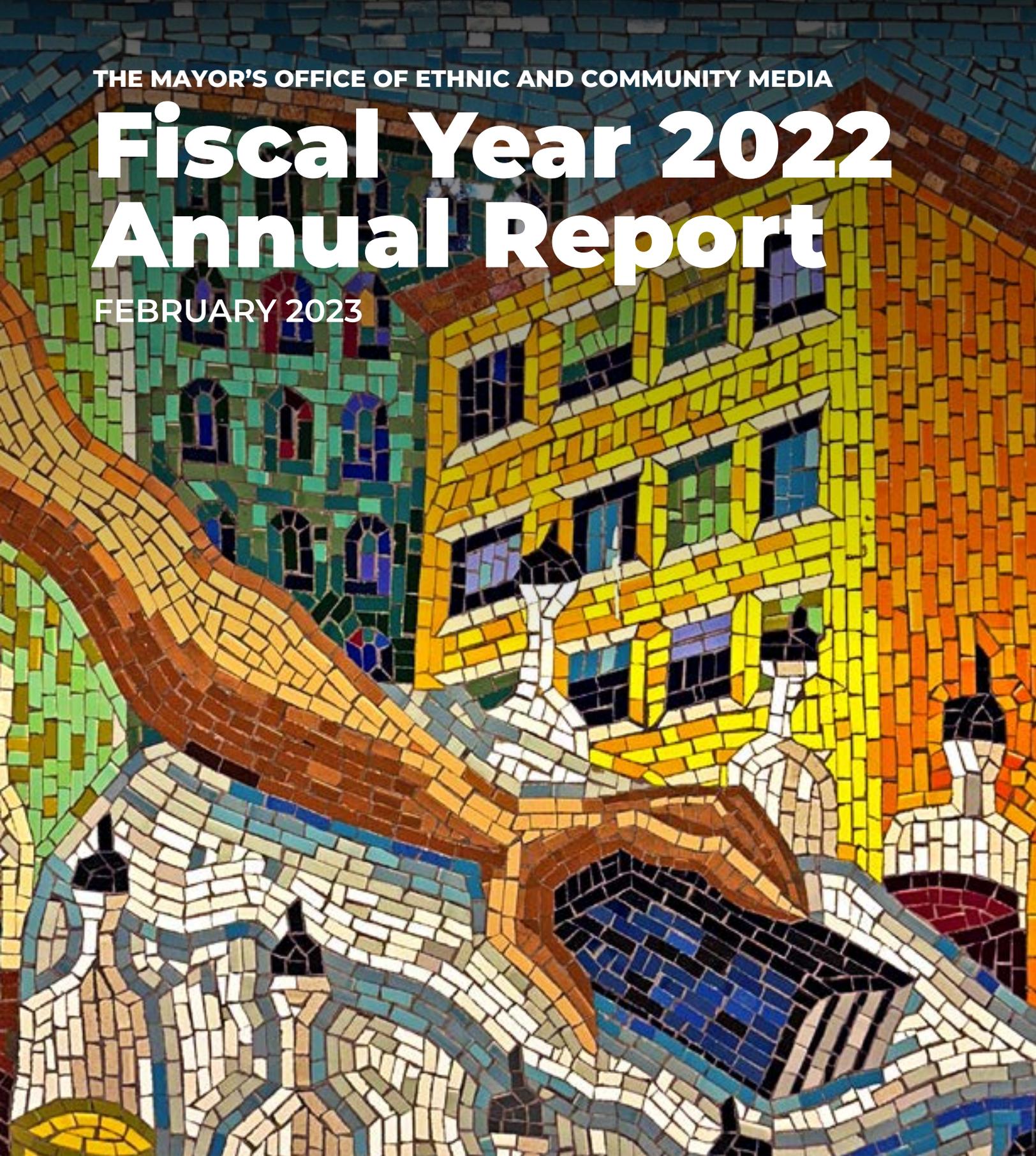


THE MAYOR'S OFFICE OF ETHNIC AND COMMUNITY MEDIA

# Fiscal Year 2022 Annual Report

FEBRUARY 2023



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# Message from the Executive Director

When walking through the streets of our City, I am listening.

I can hear the voices of New York, endless stories being told in nearly every language available on the planet. This unique combination of cultural experiences brings our streets, schools, and businesses to life, and is well represented by our incredible range of ethnic and community publications and broadcasts.

As Executive Director of The Mayor's Office of Ethnic and Community Media (MOECM), I am honored to work with these outlets, each a vital voice of their community.

MOECM is the first mayoral office of its kind in the United States dedicated to supporting equity, diversity, and inclusion in city marketing by broadening local media usage to provide every New Yorker with clear, direct, and consistent messaging from City government.

This report, per Local Law 83, shows how City agencies allocated their advertising budgets across all outlets in Fiscal Year 2022, which was particularly important during our unprecedented COVID-19 lockdown experience. The allocation ensured that every citizen had the essential information to keep themselves and their loved ones protected throughout the global crisis, including those communities that do not utilize mainstream media options.

We thank Mayor Eric Adams for his vigilant championing of our mission. We seek to engage these multi-cultural media outlets, reflect the natural diversity of New York City, and diversify vendors in media and marketing. Our effort was initiated in partnership with the Mayor's Office of Operations, whose dedicated work moved us forward while MOECM built its office. We thank them for their teamwork and expertise.

I am proud to stand as MOECM's Executive Director, along with my team, pioneering this effort, leading this office, striving towards change, looking for innovation, and, most importantly, listening.



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



# Introduction

Millions of New York City’s citizens turn to local Ethnic and Community Media (ECM) outlets as their main source of information. MOECM’s determined focus on ethnic and community media enables the City to better target a diverse range of New Yorkers, especially in communities which may not access mainstream media. In this way, City agencies can be more effective in ensuring all New Yorkers are aware of City government programs and services.

The City’s ethnic and community publications, and radio and television stations directly reflect New York’s cultural diversity, including outlets focused on specific neighborhoods, immigrant communities, native languages, religions, sexual orientation, genders and professions.

In 2019, the de Blasio administration issued Executive Order 47 (“EO 47”), directing City agencies to spend at least 50 percent of their print and digital advertising budget with ECM outlets.

In June 2021, the City Council passed Local Law 83 of 2021 (“LL 83”); that established a Mayor’s Office of Ethnic and Community Media (MOECM). Local Law 83 substantially incorporates the reporting requirements of EO 47; in addition, it expands the definition of media outlets considered “in-scope”, adding radio and TV spending to the 50 percent goal.

This report is an overview of the self-reported data collected by City agencies in compliance with LL 83 for Fiscal Year 2022. LL 83 was enacted by the City Council on September 2, 2021 and will be applicable for the second half of Fiscal Year 2022 and onward. As the first report under LL 83, this document will include radio and TV outlets (as well as the print and digital previously considered) for Fiscal Year 2022 Q3 and Q4.

It is important to note that Fiscal Year 2022 (July 1, 2021 – June 30, 2022) extends over two administrations [de Blasio and Adams]. This timeframe also covers a spending change based on Federal COVID-19 relief funds and critical advertising campaigns focused on COVID-19 response, which bolstered unprecedented advertising spending.



# Timeline: Executive Order 47 to Local Law 83

**MAY 22, 2019**

## **MAYOR DE BLASIO ISSUED EXECUTIVE ORDER 47**

EO 47 required City agencies and the NYC Department of Education, NYC Health + Hospitals, and NYC Housing Authority to spend at least half of their annual advertising budgets with ethnic and community media outlets, starting in Fiscal Year 2020.

This applied only to print and digital publications, and did not include broadcast, outdoor, or online recruitment campaigns.

**JULY 1, 2021**

## **START OF FISCAL YEAR 2022**

**SEPTEMBER 2, 2021**

## **LOCAL LAW 83 ENACTED**

LL 83 also created a new Chapter in the City Charter - Chapter 77, which established the Mayor's Office of Ethnic and Community Media.

Extending the intent of EO 47, LL 83 states that each mayoral agency "shall seek to direct at least 50 percent of its total spending on advertising to ethnic and community media outlets." However, under LL 83, the media outlets considered "in-scope" for review were greatly expanded beyond print and digital publications to include radio and tv outlets.

**JANUARY 1, 2022**

## **THE MAYOR'S OFFICE OF ETHNIC AND COMMUNITY MEDIA BEGINS OPERATING**

With the beginning of the Adams administration, MOECM was established and begins enacting LL 83.

**JUNE 30, 2022**

## **END OF FISCAL YEAR 2022**

# Local Law 83 – Performance per Requirements

## OFFICE OF ETHNIC AND COMMUNITY MEDIA

LL 83 mandates the establishment of a Mayor’s Office of Ethnic and Community Media.

MOECM started operating on January 1, 2022. The Executive Director and the Office advise the Mayor in coordinating the communications of government services to the public, facilitate communications with agencies on delivering information to the public through ethnic and community media publications, serve as a point of contact for ethnic and community media outlets and advertising vendors, and monitor mayoral agencies’ distribution of advertising resources.

## TRAINING AND COMPLIANCE

LL 83 requires at least one annual training for city marketing officers and employees responsible for City agency advertising purchasing.

## CITYWIDE MARKETING DIRECTORY

LL 83 includes the creation of a list of ethnic and community media outlets as a directory for City agencies to use at their own discretion to achieve their 50 percent spending goal.

MOECM is responsible for maintaining the Citywide Marketing Directory, a carefully vetted resource of ethnic and community media outlets (including print, digital publications, tv, and radio) which City agencies can use to better disseminate their messages to the public.

This directory will be accessible through the MOECM website and the NYC Open Data portal. While this list may consist of fewer outlets than previous years, 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. MOECM will continue to update the marketing directory annually or as needed.

## ANNUAL AGENCY FISCAL YEAR REPORT

LL 83 includes the creation of an annual report displaying each agency’s performance toward the 50 percent ECM spending goal to be sent to the Mayor, Speaker of the City Council, and the public.

This document represents that report.

# Fiscal Year 2022 ECM Engagement Goals

During the de Blasio administration, under EO 47, media outlets considered “in-scope” (covered by the 50 percent ECM spending requirement) included only print and digital publications, while job boards (for recruitment ads), social media, out-of-home ads (billboards, etc.), tv and radio were “out-of-scope” for the measurement.

The Adams administration, operating under LL 83, includes print, digital, TV and radio as part of “in-scope” media toward the 50 percent goal. This new definition is reflected in the Q3 and Q4 data. Job boards (for recruitment ads), social media, and out-of-home ads are still “out-of-scope”.

Ad spending data has been self-reported by each City agency since 2019.

FISCAL YEAR 2022 TOTAL ADVERTISING SPEND				
<b>\$260,952,726</b>				
DE BLASIO ADMINISTRATION			ADAMS ADMINISTRATION	
Q1 + Q2 ADVERTISING SPENDING			Q3 + Q4 ADVERTISING SPENDING	
<b>\$154,309,723</b>			<b>\$106,643,004</b>	
<b>IN-SCOPE - \$8,162,049</b>			<b>IN-SCOPE - \$89,568,950</b>	
	<b>MAINSTREAM</b>	<b>ECM</b>		
Print	\$ 1,137,942	\$ 5,806,527	TV	\$ 59,190,688
Digital	\$ 393,517	\$ 824,064	Radio	\$ 10,785,305
<b>TOTAL</b>	<b>\$ 1,531,459</b>	<b>\$ 6,630,591</b>	Print	\$ 2,246,038
			Digital	\$ 742,602
			Other	\$ 174,601
			<b>TOTAL</b>	<b>\$73,139,214</b>
				<b>\$16,429,737</b>
<b>OUT-OF-SCOPE</b>			<b>OUT-OF-SCOPE</b>	
<b>\$146,147,674</b>			<b>\$17,074,053</b>	
TV	\$ 112,351,881		Digital	\$ 8,259,184
Radio	\$ 24,910,248		TV	\$ 2,053,051
Digital	\$ 6,022,402		Radio	\$ 179,933
Print	\$ 93,738		Print	\$ 140,820
Other	\$ 2,769,404		Other	\$ 6,441,066

# Fiscal Year 2022 Advertising Spend by City Agency

The table below outlines each City agency's ECM spending as a dollar value. It also includes what each agency spent in total on advertising for the full fiscal year.

FISCAL YEAR 2022 ADVERTISING SPEND						
City Agency	de Blasio Administration		Adams Administration		Fiscal Year 2022 Out-of-Scope Spend	Fiscal Year 2022 Total Spend
	In-Scope Spend Q1+ Q2 Total	ECM Spend Q1 + Q2 Total	In-Scope Spend (per LL 83) Q3+ Q4 Total	ECM Spend (per LL 83) Q3 + Q4 Total		
OCME	\$1,589	\$1,589	\$8,541	\$8,541	\$367	\$10,497
MOCS	\$-	\$-	\$3,726	\$3,726	\$-	\$3,726
FDNY	\$1,893	\$1,893	\$1,928	\$1,928	\$2,959	\$6,781
DCP	\$2,644	\$2,644	\$1,444	\$1,444	\$28,235	\$32,323
MOCMH	\$198,002	\$144,892	\$1,412	\$1,412	\$2,323	\$201,737
LD	\$715	\$715	\$1,144	\$1,144	\$2,340	\$4,198
DEP	\$-	\$-	\$392	\$392	\$101,319	\$101,710
MOME	\$129,087	\$117,689	\$131,287	\$126,002	\$-	\$260,374
DOE	\$546,094	\$473,384	\$1,214,902	\$1,057,416	\$1,906,430	\$3,667,426
DPR	\$32,813	\$30,184	\$54,979	\$47,200	\$155,332	\$243,124
MOIA	\$85,920	\$78,091	\$207,901	\$164,353	\$59,500	\$353,321
SBS	\$116,951	\$90,156	\$901,013	\$711,021	\$649,979	\$1,667,944
DYCD	\$-	\$-	\$8,500	\$6,500	\$21,793	\$30,293
CEC	\$37,060	\$37,060	\$474,425	\$331,782	\$239,531	\$751,016
DOP	\$-	\$-	\$134,944	\$94,022	\$50,000	\$184,944
CCHR	\$-	\$-	\$50,506	\$34,083	\$74,000	\$124,506
CFB	\$116,420	\$103,415	\$504	\$335	\$877,517	\$994,441
DCWP	\$37,847	\$37,847	\$282,165	\$184,682	\$702,930	\$1,022,941
OEM	\$113,565	\$98,955	\$60,000	\$38,000	\$668,273	\$841,838
DSNY	\$29,896	\$29,896	\$1,544,294	\$930,188	\$1,169,636	\$2,743,826
T2	\$326,653	\$104,337	\$850,832	\$493,972	\$2,642,187	\$3,819,672
PEU	\$298,063	\$238,607	\$685,019	\$371,065	\$1,840,289	\$2,823,371
DOT	\$95,001	\$93,880	\$2,846,232	\$1,349,428	\$2,679,391	\$5,620,623
DSS	\$386,424	\$345,032	\$583,151	\$271,695	\$3,529,676	\$4,499,251

# Fiscal Year 2022 Advertising Spend by City Agency (cont'd)

FISCAL YEAR 2022 ADVERTISING SPEND						
City Agency	de Blasio Administration		Adams Administration		Fiscal Year 2022 Out-of-Scope Spend	Fiscal Year 2022 Total Spend
	In-Scope Spend Q1+ Q2 Total	ECM Spend Q1 + Q2 Total	In-Scope Spend (per LL 83) Q3+ Q4 Total	ECM Spend (per LL 83) Q3 + Q4 Total		
MOPT	\$27,952	\$27,952	\$35,365	\$16,361	\$66,553	\$129,870
MO	\$61,593	\$155	\$49,344	\$19,188	\$53,613	\$164,549
H+H	\$31,974	\$31,974	\$3,831,728	\$1,467,543	\$3,916,597	\$7,780,299
DFTA	\$252,745	\$196,982	\$403,465	\$119,252	\$112,524	\$768,734
HPD	\$58,871	\$16,040	\$33,761	\$4,866	\$8,276	\$100,908
DOHMH	\$4,369,403	\$3,942,332	\$74,329,985	\$8,526,910	\$136,501,009	\$215,200,397
NYPD	\$15,032	\$10,563	\$27,267	\$2,691	\$2,165,595	\$2,207,893
CCRB	\$-	\$-	\$242,753	\$18,746	\$-	\$242,753
ACS	\$94,797	\$45,733	\$280,198	\$19,644	\$1,561,095	\$1,936,089
NYCHA	\$-	\$-	\$815	\$34	\$22,043	\$22,858
DOB	\$-	\$-	\$134,979	\$4,170	\$236,004	\$370,983
DOC	\$279,204	\$154,659	\$794	\$-	\$8,844	\$288,841
DOF	\$399,047	\$159,136	\$4,026	\$-	\$850	\$403,923
MOCEJ	\$-	\$-	\$145,232	\$-	\$608,427	\$753,659
DDC	\$1,602	\$1,602	\$-	\$-	\$78,521	\$80,123
DOI	\$-	\$-	\$-	\$-	\$10,000	\$10,000
DVS	\$-	\$-	\$-	\$-	\$650	\$650
ENDGBV	\$-	\$-	\$-	\$-	\$88,520	\$88,520
NYCS	\$-	\$-	\$-	\$-	\$33,984	\$33,984
OMB	\$13,195	\$13,195	\$-	\$-	\$29,843	\$43,037
OTI	\$-	\$-	\$-	\$-	\$204,632	\$204,632
YMI	\$-	\$-	\$-	\$-	\$110,143	\$110,143
<b>GRAND TOTAL</b>	<b>\$8,162,049</b>	<b>\$6,630,591</b>	<b>\$89,568,950</b>	<b>\$16,429,737</b>	<b>\$162,665,435</b>	<b>\$260,952,727</b>

# Waived City Agencies and City Agencies Not Considered in Analysis

The following City agencies were waived as they did not have significant advertising spend in Fiscal Year 2022. City agencies must reapply for a waiver at the beginning of the fiscal year or as needed.

- Board of Standards and Appeals
- Business Integrity Commission
- Department of Cultural Affairs
- Mayor's Office of International Affairs
- Mayor's Office of Environmental Coordination
- Mayor's Office of Food Policy
- Children's Cabinet
- Office of Administrative Trials and Hearings
- Landmarks Preservation Commission
- Conflict of Interest Board
- Community Affairs Unit
- Mayor's Office of Workforce Development
- Office of the City Clerk
- Center for Innovation through Data Intelligence
- Office of Labor Relations
- Mayor's Office of Pensions and Investments
- Mayor's Office of Appointments
- Office of Environmental Remediation
- Department of Citywide Administrative Services
- Department of Records and Information Services
- Mayor's Office of Policy and Planning
- Housing Recovery Operations
- Mayor's Office of Equity

City agencies that fall under LL 83 requirements but are not mentioned above or in the Fiscal Year 2022 Advertising Spend data table did not have advertising spending in Fiscal Year 2022.

City agencies can request exemptions for individual ad placements and final compliance calculations reflect MOECM Executive Director's adjudications on these requests.

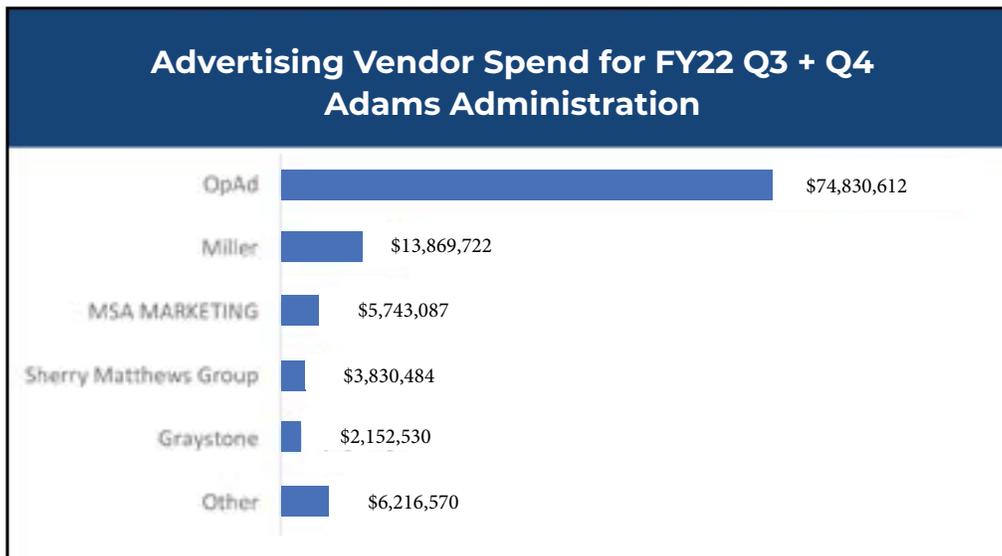
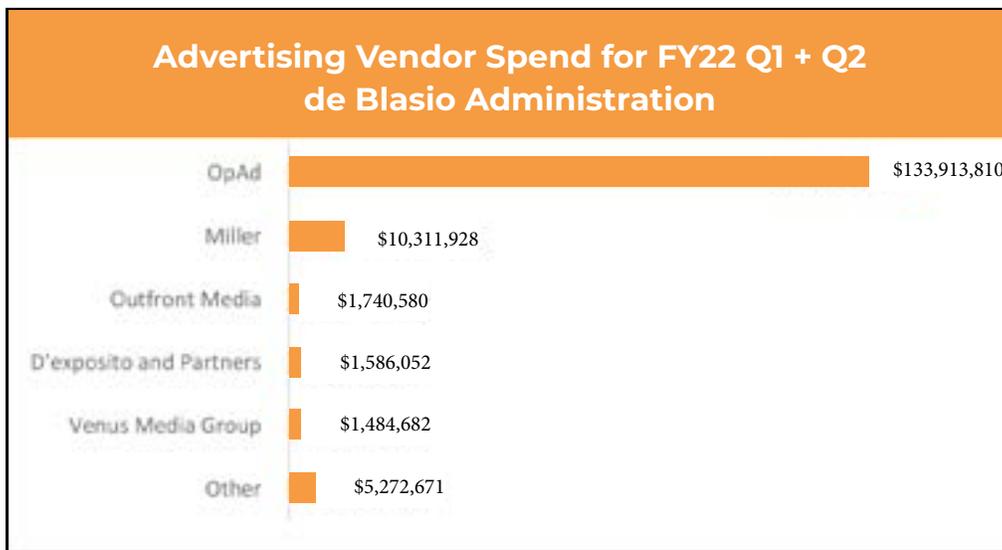
Exemption: a request for spend that typically counts negatively for compliance to be excluded from compliance calculations. Typically requested if the agency places ads in a mainstream outlet in order to meet other legal requirements.

# City Media Vendors for Advertising

A critical part of MOCEM's work involves helping City agencies understand the landscape regarding the media vendors which provide advertising and media services.

For the past two fiscal years, advertising work has been concentrated with generally the same group of vendors. MOCEM seeks not merely to broaden the selection of outlets where City ads are placed (ECM vs. Mainstream) but to add diversity to the media vendors that City agencies use to execute advertising campaigns (the companies which compile media plans and strategies, schedule insertions, and electronically deliver materials to outlets).

The charts below frame where media work was assigned during Fiscal Year 2022 and Fiscal Year 2021.



## City Media Vendors for Advertising (cont'd)

In Fiscal Year 2021, City agencies spent 93 percent of its advertising budget with four advertising vendors (only one of these vendors represents a minority owned business).

Advertising Vendor	Total Spend in Fiscal Year 2021
Op-Ad <i>WBE</i>	\$84,971,714
Miller <i>WBE</i>	\$24,246,427
Milton Samuels Advertising <i>No M/WBE certification</i>	\$22,267,990
Venus Media Group <i>M/WBE</i>	\$3,094,674
All Others	\$10,155,459

The above data illustrates a need to broaden the distribution of advertising contracts. MOECM's goal is to help further increase the pool of local minority vendors from which City agencies can use for advertising efforts.



# Appendix and Glossary

## A. Data Dictionary

Field Name	Field Definition
<b>City Agency</b>	Acronym of the City agency or entity placing advertisements.
<b>de Blasio Administration</b>	<b>In-Scope Spend Q1 + Q2 Total</b> Ad spend in dollars on all in-scope media. In-scope media when EO 47 was in effect included only print and digital publications.
	<b>ECM Spend Q1 + Q2 Total</b> Ad spend in dollars on ethnic and community media print and digital publications only (including newspapers, magazines and journals but excluding job boards, associations). Broadcast mediums (radio and television) are not in-scope because EO 47 was still in effect.
<b>Adams Administration</b>	<b>In-Scope Spend (per LL83) Q3 + Q4 Total</b> Ad spend in dollars on all in-scope media. In-scope media when LL 83 took effect was expanded to include print and digital media, as well as broadcast mediums (radio and television).
	<b>ECM Spend (per LL83) Q3 + Q4 Total</b> Ad spend in dollars on ethnic and community media print and digital publications (including newspapers, magazines and journals but excluding job boards, associations) and broadcast mediums (radio and television). LL 83 was in effect, therefore, spend on broadcast mediums are in this figure.
<b>Full Fiscal Year 2022</b>	<b>Fiscal Year 2022 Out-of-Scope Spend</b> Ad spend that does not fall into the media type outlined in EO 47 and LL 83.
	<b>Fiscal Year 2022 Total Spend</b> Total ad spend in dollars of both in-scope and out-of-scope media. This includes print, digital, broadcast (TV/Radio), including newspapers, magazines, journals, job boards, associations, etc.

## B. Terminology Definitions

**In-Scope Media:** An organization whose primary business focus is the dissemination of news via a print (newspaper, magazine, journal), digital (website/newsletter) or broadcast (radio and television) medium; ECM and mainstream media outlets are subsets of in-scope media.

**Ethnic and Community Media Outlet (ECM):** A media outlet that serves particular communities of people based on native language, race, color, gender, national origin, ethnicity, religion, sexual orientation, disability or immigrant status; targets a discrete neighborhood, geographic region or population rather than the city as a whole, or falls within a specifically tailored subject matter, as determined by MOECM's Executive Director.

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

## C. Data Collection Process

The Mayor's Office of Operations collected data from the ad placement vendors holding a citywide contract (Miller Advertising and Graystone Advertising) and the City agencies directly, each quarter for Fiscal Year 2022. City agencies reviewed ads they placed with City advertising vendors, including the dollar amount, and identified any ads placed with external vendors or directly with the media outlets. Having data from all vendors/outlets portrays a complete picture of the City's spending on advertisement.

Starting Fiscal Year 2023, the Mayor's Office of Ethnic and Community Media will be in charge of collecting spending advertising data from City agencies and vendors holding a citywide contract.

## D. Public Access

Per Local Law 83, a summary of City agency advertising spending must be placed on the Open Data portal annually.

You may access this dashboard on NYC Open Data (link [here](#)).

This Fiscal Year 2022 report, and previous reports, may be found on the MOECM website. You may access the MOECM website [here](#).

You may refer to Local Law 83 at this [link](#).

## E. Agency Acronyms

Agency Acronym	Agency
ACS	Administration for Children's Services
CCHR	New York City Commission on Human Rights
CCRB	New York City Civilian Complaint Review Board
CEC	Civic Engagement Commission
CFB	Campaign Finance Board
DCP	Department of City Planning
DCWP	Department of Consumer and Worker Protection
DDC	Department of Design and Construction
DEP	Department of Environmental Protection
DFTA	Department for the Aging
DOB	Department of Buildings
DOC	Department of Correction
DOE	Department of Education
DOF	Department of Finance
DOHMH	Department of Health and Mental Hygiene
DOI	Department of Investigation
DOP	Department of Probation
DOT	Department of Transportation
DPR	Department of Parks and Recreation
DSNY	Department of Sanitation
DSS	Department of Social Services
DVS	Department of Veterans Services
DYCD	Department of Youth and Community Development
ENDGBV	Mayor's Office to End Domestic and Gender-Based Violence
FDNY	Fire Department of New York
H+H	New York City Health and Hospitals
HPD	Department of Housing Preservation and Development
LD	Law Department
MO	Mayor's Office (Central)
MOCEJ	Mayor's Office of Climate and Environmental Justice
MOCMH	Mayors Office of Community Mental Health
MOCS	Mayor's Office of Contract Services
MOIA	Mayor's Office of Immigrant Affairs
MOME	Mayor's Office of Media and Entertainment
MOPT	Mayors Office to Protect Tenants
NYCHA	New York City Housing Authority
NYCS	New York City Service
NYPD	New York City Police Department
OCME	Office of Chief Medical Examiner
OEM	Office of Emergency Management
OMB	Office of Management and Budget
OTI	Office of Technology and Innovation
PEU	Public Engagement Unit
SBS	Department of Small Business Services
T2	New York City Test and Treat Corps
YMI	New York City Young Men's Initiative

Newsstand