



THE CITY OF NEW YORK  
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

March 8, 2024

New York City Conflicts of Interest Board  
2 Lafayette Street, Suite 1010  
New York, NY 10007

Re: Shira Gans – Keychange U.S. Board

Dear Conflicts of Interest Board Members:

I write pursuant to Conflicts of Interest Board Rule section 1-13(e), to designate Shira Gans, Senior Executive Director of Policy and Programs for the Mayor's Office of Media and Entertainment ("MOME"), to serve as an uncompensated director on the Keychange U.S. Board (the "Board") and to use reasonable and incidental City time and City resources in her work as a Board Director. As set forth below, there is a demonstrated nexus between Ms. Gans's City job, her participation as a Board Director, and the mission of the Mayor's Office of Media and Entertainment.

MOME's mission is to support and strengthen New York City's creative economy and make it accessible to all. The agency advances industry and workforce development across NYC's creative sectors of film, tv, theatre, music, video games, advertising, publishing, digital media, operates a television and radio network, and issues access credentials to news media. In furtherance of its mission, MOME leads a variety of educational, industry, and workforce development initiatives to support the development of the creative industries and the creation of jobs for New Yorkers.

In her role as Senior Executive Director of Policy and Programs at MOME, Ms. Gans leads the agency's work on the music industry portfolio, including workforce development projects to increase diversity within the music industry.

According to its website (<https://www.keychangeus.com>), Keychange U.S. is a charitable, non-profit organization that "brings underrepresented genders in the music industry to the main stage."

MOME performed a search of CheckbookNYC and the City appears to have no contracts with Keychange U.S., nor is the organization listed in the NYC e-lobbyist database.



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Shira Gans' role as an uncompensated member of the Keychange U.S. Board will be complementary to her role at MOME and will further the purposes and interests of the City. Keychange U.S. explained that her work as a Board Director will include the following:

- Communicate with Keychange U.S. staff and other board members regularly and effectively,
- Commit to approximately eight hours of their time, on average, per month,
- Participate in Quarterly virtual Board Meetings (est. 2 hours per meeting),
- Contribute to selected working groups and activities when required (e.g., Full Network Meetings, Online Learning and DEI Initiatives and Policies, Fundraising, Communications, Event Activation, Public Speaking, etc.),
- Attend Keychange U.S. events in-person or online where possible, and
- Participate in Keychange U.S.' strategic planning and public engagements.

Her participation on the Keychange U.S. Board will enhance her work as MOME's Senior Executive Director of Policy and Programs by helping to increase diversity in the music industry and learning about the latest measures that music industry professionals are using to diversify the industry. Her participation will also allow NYC to have a seat at the table where important recommendations are being discussed that could impact MOME's workforce development work in New York City.

Sincerely,

Pat Swinney Kaufman, Commissioner  
Mayor's Office of Media and  
Entertainment

cc: Shira Gans  
Lori Barrett-Peterson