



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



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August 6, 2024

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

Dear Conflicts of Interest Board Members:

I write pursuant to Conflicts of Interest Board Rule section 1-13(e), to designate Alia Jones-Harvey, Associate Commissioner of workforce development and education initiatives for the City of New York's ("City") Mayor's Office of Media and Entertainment ("MOME"), to serve on the selection committee for the first cohort of New York University Tandon Future Labs' ("NYUTFL") [incubator program focused on digital game design and development](#) (the "Program") and to use reasonable and incidental City time and City resources to serve on the selection committee. As set forth below, there is a demonstrated nexus between Ms. Jones-Harvey's City job, her participation with the Program, 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, and 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 Associate Commissioner at MOME, Ms. Jones-Harvey is the principal advisor on workforce development and educational initiatives. Her duties include, but are not limited to, developing and managing strategic partnerships with businesses, non-profits and educational institutions to advance film, television, theater, music, advertising, publishing, and digital



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content/game development industries in New York City. She also leads MOME's campaign in digital games to develop an equity-centered talent pipeline, engage employers, establish strategic partnerships, and grow the digital gaming industry in New York City.

NYUTFL is a startup incubator founded in 2009, with initial funding from the New York City Economic Development Corporation ("NYCEDC"). In 2023, NYCEDC, in conjunction with NYC Media Lab ("NYCML"), approved the creation of the NYC Game Design Future Lab, to be led by NYUTFL. The new incubator will help cultivate new talent in digital game development industry and provide developers with personalized and strategic mentorship, industry-specific and fundamental business workshops, investor outreach, access to new technologies, and network building. Mayor Adams identified digital gaming as a priority of his administration in his "Rebuild, Renew, Reinvent: A Blueprint for New York City's Economic Recovery," and NYCEDC and NYCML identified the incubator as an effective method to support and build the digital game industry.

MOME's search of CheckbookNYC showed that the City does not have contracts with New York University Tandon Future Labs. However, the City does contract with New York University. New York University is a registered lobbyist LLC in the NYC e-lobbyist database.

Alia Jones-Harvey role on the selection committee for the first cohort of developers in the NYC Game Design Future Lab at NYUTFL will be complementary to her role at MOME and will further the purposes and interests of the City. As MOME's Associate Commissioner of workforce development and education initiatives, her expertise and relationships in the digital gaming industry has her uniquely qualified to evaluate applicants based on their ability to succeed in the digital gaming industry. Her involvement will also allow her to develop and strengthen her relationships with NYUTFL, NYCEDC, NYCML, and businesses in the digital gaming industry. Her participation on the selection committee will require her to review applications and attend meetings to assess the applicants during City work hours and the occasional phone call or sending of an email during work hours using a work computer. She estimates that this will take approximately forty hours over a period of two months. If NYUTFL has future business dealings with the City or MOME, Ms. Jones-Harvey would like the



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opportunity to take part in them if relevant to her role as Associate Commissioner, and requests the Conflicts of Interest Board's determination on such matter.

Sincerely,

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

cc: Alia Jones-Harvey  
Mohar Ray  
Jake Dore