

Preliminary Advertising Spend FY23, Q1 (July - Sept 2022)

City Agency Name	City Agency Acronym	In-Scope (Print, Digital, Radio, and TV)			50% Spending Goal Compliance per LL 83 (ECM Spending Divided by Total In-Scope Spending)	Out-of-Scope (OOH, Social Media, Job Boards, Digital Displays, and Other)	Overall Total Total In-Scope + Out-of-Scope
		ECM (Listed in the Citywide Marketing Directory)	Non - ECM (Not in the Citywide Marketing Directory)	Total In-Scope			
NYC Public Schools	NYC PUBLIC SCHOOLS	\$3,852.00	N/A	\$3,852.00	100%	\$287,934.98	\$291,786.98
Department of Design and Construction	DDC	\$2,403.00	N/A	\$2,403.00	100%	\$523.21	\$2,926.21
Mayor's Office (Central)	MO	\$35,528.55	\$3,589.76	\$39,118.31	91%	\$11,174.63	\$50,292.94
Department of Consumer and Worker Protection	DCWP	\$12,765.18	\$2,118.00	\$14,883.18	86%	\$9,143.00	\$24,026.18
Administration for Children's Services	ACS	\$25,275.57	\$9,332.87	\$34,608.44	73%	\$499,321.77	\$533,930.21
Department of Sanitation	DSNY	\$157,096.81	\$58,409.47	\$215,506.00	73%	\$52,242.72	\$267,749.00
Department for the Aging	DFTA	\$168,163.43	\$88,838.26	\$257,001.69	65%	\$13,000.00	\$270,001.69
New York City Police Department	NYPD	\$56,850.73	\$30,946.48	\$87,797.21	65%	\$640,587.89	\$728,385.10
Mayor's Office of Media and Entertainment	MOME	\$152,212.00	\$83,865.77	\$236,077.77	64%	N/A	\$236,077.77
Department of Parks and Recreation	DPR	\$5,639.66	\$3,219.97	\$8,859.62	64%	\$14,777.15	\$23,636.77
Department of Transportation	DOT	\$169,584.16	\$181,385.59	\$350,969.75	48%	\$93,053.01	\$444,022.76
Mayor's Office of Climate and Environmental Justice	MOCEJ	\$46,425.00	\$49,770.00	\$96,195.00	48%	\$224,550.00	\$320,745.00
NYC Districting Commission	NYC DISTRICTING COMMISSION	\$23,750.09	\$25,879.81	\$49,629.90	48%	\$53,570.00	\$103,199.90
Civic Engagement Commission	CEC	\$29,728.05	\$33,620.59	\$63,348.64	47%	\$28,151.53	\$91,500.17
Office of Management and Budget	OMB	\$3,857.14	\$6,421.75	\$10,278.89	38%	N/A	\$10,278.89
Department of Health and Mental Hygiene	DOHMH	\$3,620,469.79	\$6,788,536.32	\$10,409,006.11	35%	\$2,616,695.93	\$13,025,702.04
Office of Emergency Management	OEM	\$31,199.43	\$76,183.67	\$107,383.10	29%	\$19,995.00	\$127,378.10
Department of Social Services	DSS	\$56,648.13	\$140,414.61	\$197,062.74	29%	\$495,788.16	\$692,850.90
Department of Housing Preservation and Development	HPD	\$3,247.88	\$25,777.08	\$29,024.96	11%	\$9,231.78	\$38,256.74
Department of Environmental Protection	DEP	\$0.00	\$5,310.93	\$5,310.93	0%	\$1,023.21	\$6,334.14
Department of Finance	DOF	\$0.00	\$3,001.54	\$3,001.54	0%	N/A	\$3,001.54
Law Department	LD	\$0.00	\$856.48	\$856.48	0%	N/A	\$856.48
Fire Department of New York	FDNY	N/A	N/A	N/A	N/A	\$4,245.72	\$4,245.72
Department of Youth and Community Development	DYCD	N/A	N/A	N/A	N/A	N/A	N/A
Department of Citywide Administrative Services	DCAS	N/A	N/A	N/A	N/A	\$804.00	\$804.00
Public Engagement Unit	PEU	N/A	N/A	N/A	N/A	\$16,640.00	\$16,640.00
Department of Probation	DOP	N/A	N/A	N/A	N/A	N/A	N/A
Department of Small Business Services	SBS	N/A	N/A	N/A	N/A	\$37,596.00	\$37,596.00
Health and Hospitals	H+H	N/A	N/A	N/A	N/A	N/A	N/A
Racial Justice Commission <small>(Mayor's Office of Equity)</small>	RJC <small>(MOE)</small>	N/A	N/A	N/A	N/A	N/A	N/A
Department of Buildings	DOB	N/A	N/A	N/A	N/A	N/A	N/A
Department of City Planning	DCP	N/A	N/A	N/A	N/A	N/A	N/A
Department of Veterans Services	DVS	N/A	N/A	N/A	N/A	N/A	N/A
Business Integrity Commission	BIC	N/A	N/A	N/A	N/A	N/A	N/A
New York City Commission on Human Rights	CCHR	N/A	N/A	N/A	N/A	N/A	N/A
Conflict of Interest Board	COIB	N/A	N/A	N/A	N/A	N/A	N/A
Department of Cultural Affairs	DCLA	N/A	N/A	N/A	N/A	\$1,105.95	\$1,105.95
Department of Correction	DOC	N/A	N/A	N/A	N/A	\$26,894.00	\$26,894.00
Department of Investigation	DOI	N/A	N/A	N/A	N/A	\$3,118.85	\$3,118.85
Mayor's Office to End Domestic and Gender-Based Violence	ENDGBV	N/A	N/A	N/A	N/A	\$40,000.00	\$40,000.00
Mayor's Office of Contract Services	MOCS	N/A	N/A	N/A	N/A	\$37,341.58	\$37,341.58
New York City Housing Authority	NYCHA	N/A	N/A	N/A	N/A	\$60.75	\$60.75
Office of Administrative Trials and Hearings	OATH	N/A	N/A	N/A	N/A	N/A	N/A
Office of Chief Medical Examiner	OCME	N/A	N/A	N/A	N/A	\$101.25	\$101.25
Office of Labor Relations	OLR	N/A	N/A	N/A	N/A	N/A	N/A
GRAND TOTAL		\$4,604,697.00	\$7,617,479.00	\$12,222,175.00	38%	\$5,238,672.00	\$17,460,848.00

This is a preliminary quarterly report. Requests for waivers have been received, however, final adjudications have not been made.

Source: The Mayor's Office of Ethnic and Community Media.

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