

Preliminary Advertising Spend FY23, Q3 (Jan - March 2023)

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			
Department of Citywide Administrative Services	DCAS	\$211.50	N/A	\$211.50	100%	N/A	\$211.50
Department of Youth and Community Development	DYCD	\$44,346.81	\$963.55	\$45,310.36	98%	\$53,787.54	\$99,097.90
Department of Transportation	DOT	\$979.89	\$134.03	\$1,113.92	88%	\$46,579.94	\$47,693.86
Department of Consumer and Worker Protection	DCWP	\$26,844.49	\$4,049.33	\$30,893.82	87%	\$105,894.77	\$136,788.59
Mayor's Office (Central)	MO	\$22,364.56	\$4,694.71	\$27,059.27	83%	\$18,133.32	\$45,192.59
Department of Parks and Recreation	DPR	\$20,330.71	\$5,379.20	\$25,709.91	79%	\$12,008.28	\$37,718.19
Administration for Children's Services	ACS	\$394,770.41	\$106,690.37	\$501,460.78	79%	\$49,240.30	\$550,701.08
NYC Public Schools	NYC PUBLIC SCHOOLS	\$173,345.31	\$64,887.68	\$238,232.99	73%	\$1,511,947.05	\$1,750,180.04
Health and Hospitals	H+H	\$4,584.80	\$2,495.33	\$7,080.13	65%	\$145,078.24	\$152,158.37
Public Engagement Unit	PEU	\$81,529.23	\$47,371.01	\$128,900.24	63%	\$293,591.55	\$422,491.79
New York City Police Department	NYPD	\$44,563.02	\$29,442.17	\$74,005.19	60%	N/A	\$74,005.19
Department of Small Business Services	SBS	\$230,630.63	\$167,165.22	\$397,795.85	58%	\$374,784.56	\$772,580.41
Department of Housing Preservation and Development	HPD	\$2,813.58	\$5,601.96	\$8,415.54	33%	\$16,383.06	\$24,798.60
Department of Sanitation	DSNY	\$187,973.70	\$458,754.43	\$646,728.13	29%	\$757,726.00	\$1,404,454.13
Department of Social Services	DSS	\$11,119.30	\$29,964.57	\$41,083.87	27%	\$641,311.88	\$682,395.75
Department of City Planning	DCP	\$1,811.81	\$5,075.15	\$6,886.96	26%	N/A	\$6,886.96
Department of Health and Mental Hygiene	DOHMH	\$840,492.28	\$2,434,911.57	\$3,275,403.85	26%	\$672,296.77	\$3,947,700.62
Mayor's Office of Climate and Environmental Justice	MOCEJ	\$38,500.00	\$144,500.00	\$183,000.00	21%	\$279,783.00	\$462,783.00
Department of Design and Construction	DDC	\$105.75	\$10,535.10	\$10,640.85	1%	\$1,377.93	\$12,018.78
Business Integrity Commission	BIC	\$0.00	\$1,706.12	\$1,706.12	0%	N/A	\$1,706.12
Department of Environmental Protection	DEP	\$0.00	\$3,716.08	\$3,716.08	0%	\$4,324.50	\$8,040.58
Department of Finance	DOF	\$0.00	\$27,458.60	\$27,458.60	0%	\$27,458.60	\$27,458.60
Law Department	LD	\$0.00	\$47.64	\$47.64	0%	N/A	\$47.64
Fire Department of New York	FDNY	N/A	N/A	N/A	N/A	\$1,067.86	\$1,067.86
Department of Probation	DOP	N/A	N/A	N/A	N/A	N/A	N/A
Mayor's Office of Media and Entertainment	MOME	N/A	N/A	N/A	N/A	N/A	N/A
Department for the Aging	DFTA	N/A	N/A	N/A	N/A	N/A	N/A
NYC Districting Commission	NYC DISTRICTING COMMISSION	N/A	N/A	N/A	N/A	N/A	N/A
Civic Engagement Commission	CEC	N/A	N/A	N/A	N/A	N/A	N/A
Office of Management and Budget	OMB	N/A	N/A	N/A	N/A	N/A	N/A
Racial Justice Commission	RIC	N/A	N/A	N/A	N/A	N/A	N/A
(Mayor's Office of Equity)	(MOE)	N/A	N/A	N/A	N/A	\$12,790.00	\$12,790.00
Office of Emergency Management	OEM	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 Veterans Services	DVS	N/A	N/A	N/A	N/A	\$9,080.00	\$9,080.00
New York City Commission on Human Rights	CCHR	N/A	N/A	N/A	N/A	\$50,000.00	\$50,000.00
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	\$70.00	\$70.00
Department of Correction	DOC	N/A	N/A	N/A	N/A	N/A	N/A
Department of Investigation	DOI	N/A	N/A	N/A	N/A	\$7,726.11	\$7,726.11
Mayor's Office to End Domestic and Gender-Based Violence	ENDGBV	N/A	N/A	N/A	N/A	\$18,670.12	\$18,670.12
Mayor's Office of Contract Services	MOCs	N/A	N/A	N/A	N/A	N/A	N/A
New York City Housing Authority	NYCHA	N/A	N/A	N/A	N/A	\$541.71	\$541.71
Office of Administrative Trials and Hearings	OATH	N/A	N/A	N/A	N/A	\$1,270.27	\$1,270.27
Office of Chief Medical Examiner	OCME	N/A	N/A	N/A	N/A	N/A	N/A
Office of Labor Relations	OLR	N/A	N/A	N/A	N/A	\$533.93	\$533.93
GRAND TOTAL		\$2,127,318.00	\$3,555,544.00	\$5,682,862.00	37%	\$5,085,999.00	\$10,768,860.00

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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