



NYC Mayor's Office of Ethnic & Community Media

FISCAL YEAR 2021 REPORT

December 2021

TABLE OF CONTENTS

Introduction.....	3
Executive Order 47 of 2019 & Local Law 83 of 2021	5
Ethnic and Community Media Outlet Directory	6
Fiscal 2021 Compliance Summary	7
Data Highlights	9
Open Data	11
Partnership with CUNY.....	11
Appendix	12
<i>Fiscal 2021 Agency Compliance Data</i>	12
<i>Data Dictionary</i>	14
<i>Terminology Definitions</i>	15
<i>Waived Agencies and Agencies Not Considered in the Analysis</i>	15
<i>Data Collection</i>	16
<i>Petitions and Exemptions</i>	16



INTRODUCTION

New York City is one of the most diverse cities in the United States, and the news publications its residents read and consume reflect that diversity. Ethnic and Community Media outlets provide an important way for the City to make sure that all New Yorkers, including those with limited English proficiency or who are part of immigrant communities, are aware of City government programs and services.

In 2019, Mayor de Blasio issued Executive Order 47 (“EO 47”), requiring City agencies to spend at least half of their annual print and digital advertising budgets with Ethnic and Community Media outlets starting in Fiscal 2020. In June 2021, the City Council passed Local Law 83 of 2021 (“LL 83”), establishing a Mayor’s Office of Ethnic and Community Media (OECM), and substantially incorporating the reporting requirements of EO 47 into local law. LL 83 also modified the requirements slightly, including incorporating radio and TV spending into the 50% mandate.

The Mayor’s Office of Operations is proud to report that in Fiscal Year 2021 the City spent \$15.6M on advertising in print and digital ethnic and community media outlets. This represents a 57% increase over the spending in Fiscal Year 2020. The efforts of City agencies to promote spending on critical advertising campaigns on COVID-19 response including testing and vaccination, COVID-19 recovery programs, ranked choice voting and Get Out the Vote election campaigns, and several other programs bolstered this unprecedented spending, allowing the City to reach a wider and more diverse network of New Yorkers.

The Mayor’s Office of Operations, which was previously tasked with reporting on agency compliance with EO 47, will continue to support this work over the 2021 and 2022 calendar years, as OECM is established.

This report will cover the data and compliance with EO 47 for Fiscal Year 2021 along with other relevant updates to the program.





EXECUTIVE ORDER 47 OF 2019 & LOCAL LAW 83 OF 2021

In 2019, Mayor de Blasio issued Executive Order 47 (“EO 47”), requiring City agencies, and the NYC Department of Education, NYC Health + Hospitals, and NYCHA, to spend at least half of their annual print and digital advertising budgets with Ethnic and Community Media outlets starting in Fiscal 2020.

In June 2021, the City Council built off the City’s work and passed Local Law 83 of 2021 (“LL 83”), establishing a Mayor’s Office of Ethnic and Community Media (OECM) by creating a new Chapter in the City Charter – Chapter 77 – The Office of Ethnic and Community Media. 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.” LL 83 further defines media outlets to include all print and digital publications, as well as radio and TV outlets. The Executive Director and the Office will advise the Mayor in coordinating the communications of government to the public, facilitate communications with agencies on delivering information to the public through ethnic and community media publications, and serve as a point of contact for ethnic and community media outlets and advertising vendors.

The legislation, like EO 47, requires an annual report on each agency’s compliance with LL83.



EXECUTIVE ORDER 47 OF 2019 & LOCAL LAW 83 OF 2021 (CONTINUED)

Other requirements of the new legislation include the appointment of an Executive Director of the Office of Ethnic and Community Media, the appointment of a Citywide Marketing Director, and holding annual training for City employees.

LL 83 took effect on September 2, 2021 and will be applicable for the Fiscal 2022 compliance cycle.

ETHNIC AND COMMUNITY MEDIA OUTLET DIRECTORY

OECM will maintain a directory of eligible ethnic and community media outlets as a resource for City agencies looking to communicate their programs to the wider public. This directory builds off the Ethnic and Community Media Outlet Directory created by the Director of Community and Ethnic Media at the Mayor's Office and the Mayor's Office of Operations under EO 47. Under EO47, this directory included only print and digital outlets. LL83 expanded the definition to now include radio and television outlets (broadcast media).

In the Fall of 2021, the directory was updated to add more than 70 new radio and TV outlets. The directory, which is available on the [NYC Open Data Portal](#), currently lists over 350 eligible outlets for advertising, representing several languages, neighborhoods, and ethnic groups in the City in a wide variety of mediums. The Office will continue to update the directory of outlets eligible for advertising regularly.

FISCAL 2021 COMPLIANCE SUMMARY

Fiscal Year 2021 spans from July 1, 2020 to June 30, 2021. This report will be measured using the guidelines of EO 47 of 2019, limited to just print and digital advertising spending and other specific criteria.

\$15.6M out of \$19.1M (81.7%) of eligible print and digital advertising dollars were spent with ethnic and community media outlets.



The \$15.6M spent in Fiscal 2021 represents a **57% increase** over the \$9.9M spent in Fiscal 2020.



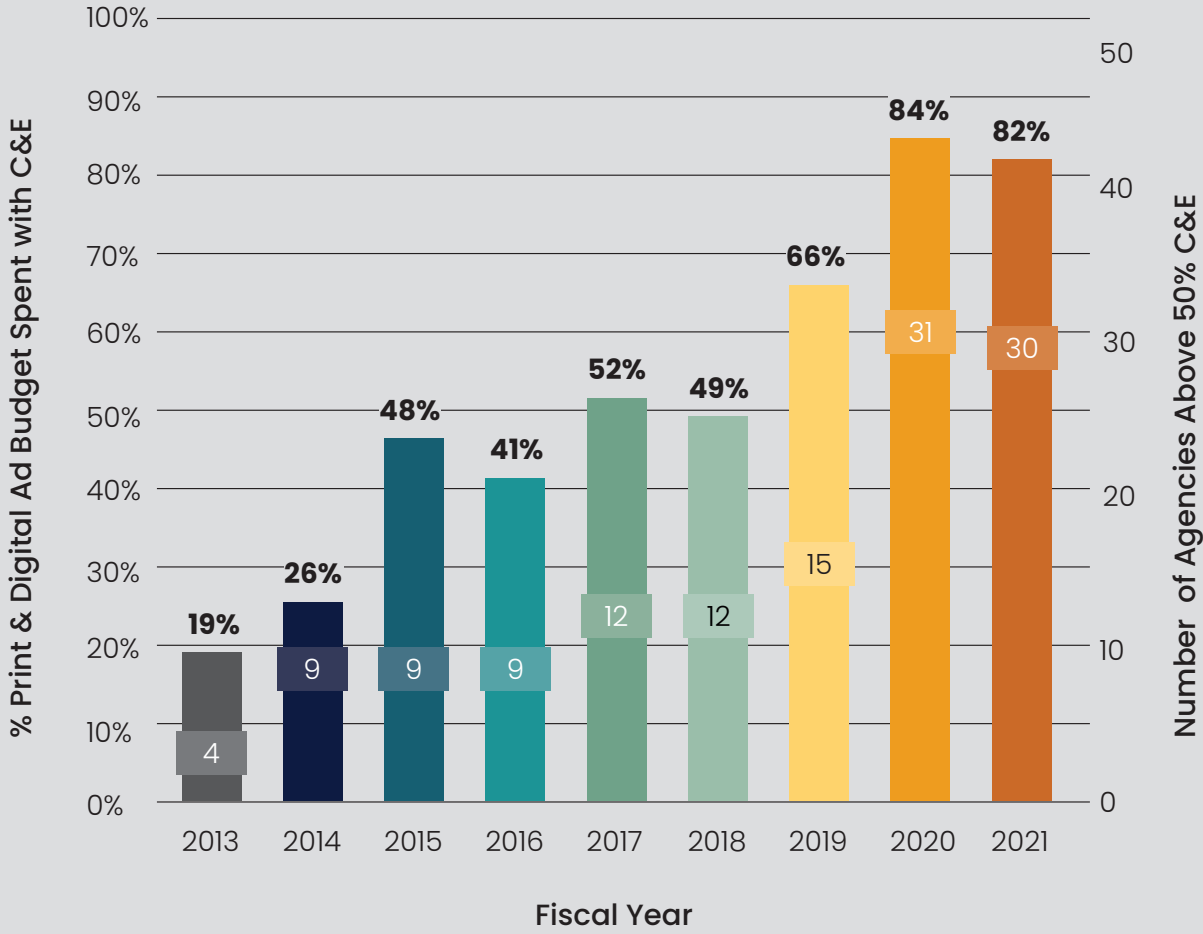
30 out of 33 (91%) eligible agencies and offices with eligible data met the 50% spend threshold on ethnic and community print and digital media.



Eight agencies and offices spent **100% of eligible advertising spending** on ethnic and community media outlets.



CITYWIDE EO 47 COMPLIANCE - YEAR OVER YEAR COMPARISON*



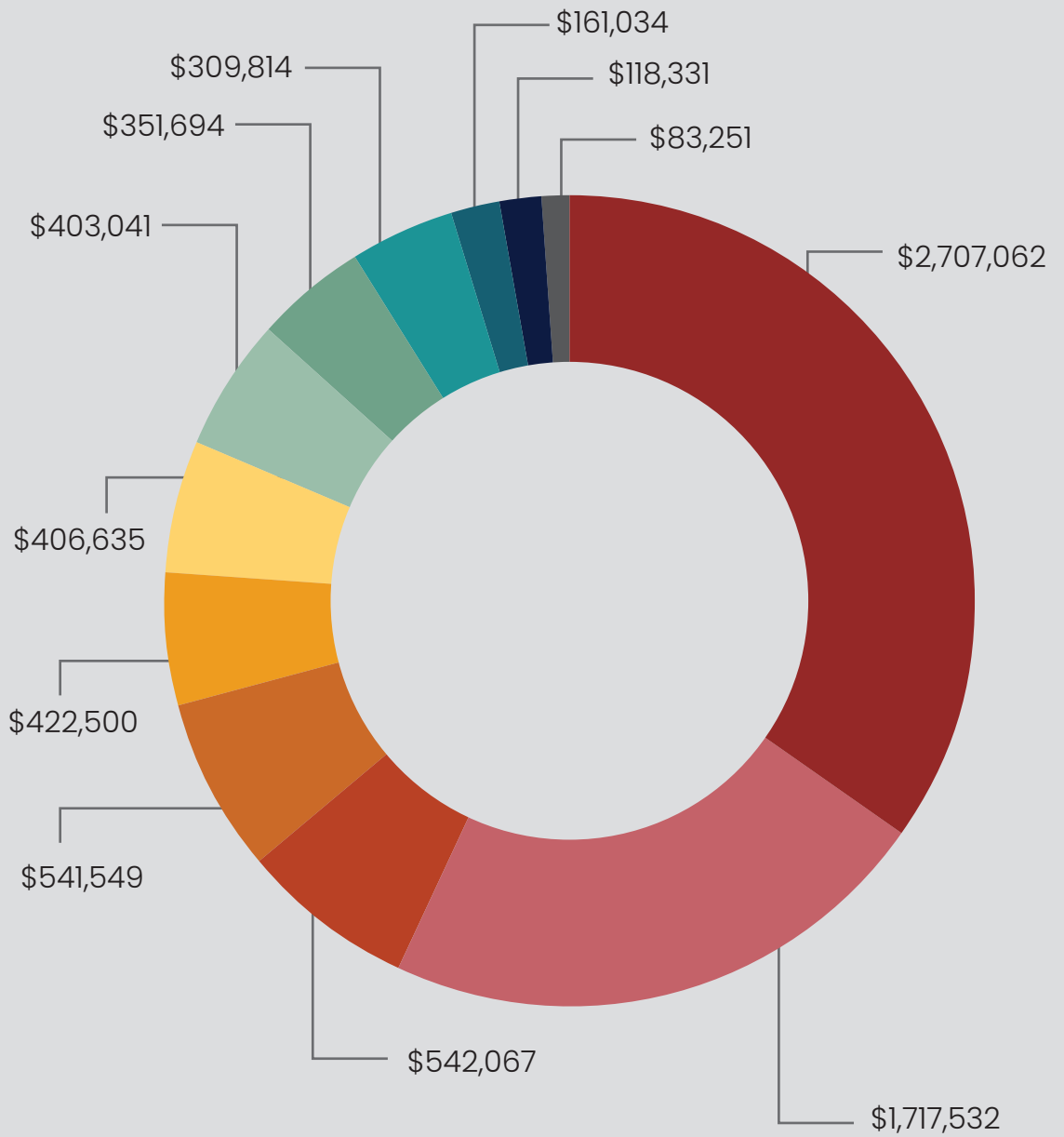
***Notes:** Year over year analysis is based only on data collected from the City-certified vendors; boxed numbers on each column are the number of agencies above 50% EO Threshold in a given year.

DATA HIGHLIGHTS

In FY 2021, City agencies spent \$15.6M on advertising with 232 unique ethnic and community media outlets.

- This figure includes 47 ethnic and community media outlets where the City spent for the first time since EO47 was signed
- These outlets covered geographies across the City, including all five boroughs.
- The advertisements reached a wide range of communities, reflecting the city's diversity.
- Over \$2.4M went to outlets focusing on Latinx communities, \$1.8M to outlets covering Caribbean communities, and \$1.7M to outlets covering Chinese communities.
- Many City advertisements were placed in outlets providing news in a language other than English, including all 10 of the designated citywide languages established by Local Law 30 of 2017.

SPEND ON TOP NON-ENGLISH C&E OUTLETS IN FY2021 (\$)



- Spanish
- Bengali
- Russian
- Chinese
- Urdu
- Arabic
- Hebrew
- Korean
- French
- Haitian Creole
- Yiddish
- Polish

OPEN DATA

Per EO 47, summary agency ad spend must be placed on the Open Data portal on an annual basis.

You can find Fiscal Year 2021 agency data [here](#).

The Community and Ethnic Media Outlet Directory can also be found on Open Data [here](#).

PARTNERSHIP WITH CUNY

The Mayor's Office continued its partnership with the Craig Newmark Graduate School of Journalism CUNY Foundation and CUNY's Center for Community Media. Operations regularly shared agency ad spend data with CUNY.



APPENDIX

FISCAL 2021 AGENCY COMPLIANCE DATA

Agency	Agency Acronym	C&E % FY2021	C&E Spend FY2021 (\$)	Total EO Ad Spend FY2021 (\$)
Administration for Children's Services	ACS	85%	\$188,327	\$221,042
Census	CENSUS	90%	\$264,627	\$294,677
Civic Engagement Commission	CEC	78%	\$50,958	\$65,116
Consumer Finance Board	CFB	86%	\$216,723	\$251,629
Democracy NYC	DEMNYC	78%	\$590,949	\$753,123
Department for the Aging	DFTA	80%	\$150,343	\$188,089
Department of Buildings	DOB	80%	\$209,500	\$262,850
Department of City Planning	DCP	22%	\$4,082	\$18,648
Department of Citywide Administrative Services	DCAS	100%	\$1,864	\$1,864
Department of Consumer And Worker Protection	DCWP	97%	\$77,726	\$79,810
Department of Correction	DOC	64%	\$117,861	\$185,336
Department of Education	DOE	89%	\$642,697	\$720,494
Department of Finance	DOF	27%	\$36,269	\$135,330
Department of Health and Mental Hygiene	DOHMH	83%	\$8,462,376	\$10,160,947

Department of Housing Preservation and Development	HPD	100%	\$17,715	\$17,715
Department of Information Technology and Telecommunications	DOITT	34%	\$2,786	\$8,309
Department of Parks and Recreation	DPR	94%	\$43,926	\$46,736
Department of Sanitation	DSNY	60%	\$327,748	\$548,211
Department of Social Services	DSS/HRA	77%	\$186,694	\$241,630
Department of Transportation	DOT	85%	\$92,198	\$108,956
Fire Department of New York	FDNY	100%	\$3,591	\$3,591
Health and Hospitals	H+H	76%	\$1,882,918	\$2,473,424
Mayor's Office of Contract Services	MOCS	100%	\$3,726	\$3,726
Mayor's Office of Immigrant Affairs	MOIA	92%	\$319,859	\$346,563
Mayor's Office of Media and Entertainment	MOME	100%	\$221,503	\$221,503
Mayors Office (Central)	MO	100%	\$24,733	\$24,733
New York City Commission on Human Rights	CCHR	93%	\$26,156	\$28,079
New York City Housing Authority	NYCHA	100%	\$6,964	\$6,964
New York City Police Department	NYPD	89%	\$3,002	\$3,355
Office of Emergency Management	OEM	81%	\$131,267	\$161,720
Office of Management & Budget	OMB	100%	\$11,921	\$11,921
Public Engagement Unit	PEU	83%	\$873,060	\$1,052,134
Small Business Services	SBS	88%	\$391,363	\$442,559
Grand Total		82%	\$15,585,431	\$19,090,781

APPENDIX

DATA DICTIONARY

Field Name	Field Definition
Agency Name	Name of the City agency or entity placing advertisements
Agency Acronym	Acronym of the City agency or entity placing advertisements
C&E Spend FY2021 (%)	Ad spend on C&E print and digital publications as a proportion of the total ad spend on print and digital publications
C&E Spend FY2021 (\$)	Ad spend in dollars on Community and Ethnic Media (C&E) print and digital publications only, including newspapers, magazines and journals but excluding job boards, associations, broadcast, and social media
Total EO Ad Spend FY2021 (\$)	Total ad spend in dollars on print and digital publications (both Mainstream and C&E), including newspapers, magazines and journals but excluding job boards, associations, broadcast (TV/Radio) and social media

APPENDIX

TERMINOLOGY DEFINITIONS

Print and Digital Outlet (or In-Scope Media): An organization whose primary business focus is the dissemination of news via a print (newspaper, magazine, journal) or digital (website) medium; Community and Ethnic Media Outlets and Mainstream Outlets are subsets of Print and Digital Outlets.

Community and Ethnic Media Outlet (C&E): A print or digital outlet that is created for the communities of people based on native language, race, color, gender, national origin, ethnicity, religion, sexual orientation, disability or immigrant status; targets a discrete neighborhood, or geographic region, or populations that may or may not typically receive information from mainstream publications because of their exclusive use of foreign language; or falls within specifically tailored subject matter as determined by Operations.

Mainstream Outlet: A print or digital outlet that is not created for one of the aforementioned communities specifically and has a City-wide readership.

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

WAIVED AGENCIES AND AGENCIES NOT CONSIDERED IN THE ANALYSIS

The following agencies were waived as they did not have significant advertising spend on print and digital media in Fiscal 2021. All agencies and offices must reapply for a waiver annually.

- Department of Environmental Protection
- Business Integrity Commission

APPENDIX

- NYC Service
- Law Department
- Office of the City Clerk

Agencies or offices that fall under EO 47 requirements but are not mentioned above or in the Fiscal 2021 Agency Compliance data did not have advertising spending in FY 2021.

DATA COLLECTION

The Mayor's Office collects data from both the City-certified ad placement vendors (Miller Advertising and Graystone Advertising) and the City agencies directly, each quarter. City agencies get a chance to review any ads they place with City-certified vendors, including the dollar amount, and identify any ads placed with non-City-certified vendors or directly with the outlets. Having data from all vendors/outlets portrays a complete picture of City's spend on advertisements.

The Mayor's Office has a rigorous process for standardizing and QA'ing the data, and is in constant communications with agencies to accurately capture data on ads placed.

PETITIONS AND EXEMPTIONS

Agencies are able to submit petitions and exemptions for individual ad placements, and final compliance calculations reflect the Mayor's Office of Operations adjudications on these requests. In the future compliance cycles, as per Local Law 83, agencies can only request exemptions. The formal petition process is retired.

Petition: a request for spend with a publication/organization that would typically be out of scope from compliance calculations to be in scope and count positively for compliance.

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.

NEWSPAPERS
MAGAZINE
CIGARETTES
CANDIES
COLD BEER
& SOBA
COLD CUTS
SANDWICHES
DELI & GROCERY

CASH FOR
JUNK CARS
(516)
444-1833



MODERN CLEAR
AROUND THE CLOCK
VEGETABLES DELI GROCERY FRESH FRUITS

10.60
Newport 11.25
MAVERICK 10.50
blu

NEW YORK LOTTERY
MEGA MASHUP
25 MILLION
100 MILLION

