

Mayor's Office of Ethnic and Community Media and Citywide Marketing

# Fiscal Year 2024 Advertising Spend Report

JULY 2023 - JUNE 2024



**NYC**

Eric Adams  
Mayor



**NYC**

The Mayor's Office of  
Ethnic and Community Media

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Data utilized in this document was self-reported by city agencies and analyzed by MOECM.  
Raw data may be accessed at [New York City Open Data](#).

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# MESSAGE FROM THE EXECUTIVE DIRECTOR

We are optimistic. Not only about the future, but about the past as well.

New York City Mayor Eric Adams began the Mayor's Office of Ethnic and Community Media (MOECM) to be an advocate for and resource to ethnic and community media (ECM) publishers and broadcasters, where the city's essential messaging can be translated through the languages, cultures, faiths, lifestyles, and communities which combine to make New York City the greatest, most diverse city in the world.

This report outlines the story of our third year, charting the measurable progress made toward our 50 percent spending goal, our marked increase in media vendor diversity, and our commitment to continuing effective and dynamic advertising through the engagement of ECM outlets.

In Fiscal Year (FY) 2024, MOECM focused on streamlining vendor communication with agencies and outlets, building systems that improved the city's advertising workflow, and strengthening city messaging with new vendor and outlet relationships.

But this is also the story of a difficult year, where an unprecedented citywide financial crisis resulting from expiring COVID-19 federal funding, fiscal cliffs created by permanent programs funded with temporary stimulus dollars, city contracts that had not been negotiated for years, and an unexpected increase in spending due to the influx of asylum seekers into New York City resulted in deep budget cuts across every city agency.

As a result, city marketing funding was restricted for more than six months, allowing only the most vital advertising messages to reach publication. In contrast to FY22, when approximately \$200 million in federal funds for COVID messaging pushed the city's total advertising budget to over \$260 million, FY24 had a total advertising budget of just over \$21 million.

Despite limited financial resources, MOECM worked with city agencies to support effective and efficient advertising, and a record 51 percent of the city's in-scope advertising spend was invested in ECM publications.

Therefore, we are optimistic that this challenging year, despite its hardships, gave us the opportunity to engineer useful tools and effective policies. We enter the future with clearer focus as the city's hub for equitable and inclusive communication.



Jd Michaels  
Executive Director, Mayor's Office of Ethnic and Community Media and Citywide Marketing

# INTRODUCTION

The MOECM was created to increase equity, diversity, and inclusion in all New York City government messaging, and is the first mayoral office of its kind in the United States.

MOECM was created in September 2021 by the New York City Council per Local Law 83 (LL83), and began official operations when Mayor Adams took office as the 110th mayor of New York City on January 1st, 2022.

Mayor Adams' support of MOECM has:

- Strengthened the effectiveness of all city agency advertising campaigns through custom-designed media strategies and streamlined processes.
- Created new business opportunities for minority- and women-owned business enterprise (M/WBE) media placement vendors.
- Fueled significant business growth for New York City's ECM outlets.
- Engineered innovative protocols to collect and analyze detailed data regarding city advertising spend and effectiveness.

This report covers FY24, from July 1, 2023 to June 30, 2024.

Additional details on [LL83](#) and [MOECM](#) can be found online.



# BACKGROUND - LOCAL LAW 83

## OFFICE OF ETHNIC AND COMMUNITY MEDIA

*LL83 mandates the establishment of MOECM.*

MOECM started operations in January 2022. The executive director and the office advise the mayor in coordinating government messaging to the public, facilitating communications with city agencies as they deliver information through ECM publications and broadcasts, and serving as a point of contact for ECM outlets and media placement vendors.

## CITYWIDE MARKETING DIRECTORY

*LL83 mandates the creation of a list of ECM outlets as a directory for city agencies to reference when planning their marketing campaigns.*

MOECM is responsible for maintaining the Citywide Marketing Directory, a carefully vetted resource of ECM publications and broadcasts (print, digital publications, audio, and video outlets) that city agencies can use to distribute their messages to the public more equitably and effectively.

MOECM's extensive auditing process of ECM submissions ensures that all media outlets listed are currently active with verified publication/broadcasting data and community reach.

The office updates the Citywide Marketing Directory annually, or at the discretion of the executive director. The directory can be accessed through both the MOECM website and the New York City Open Data portal.

## ANNUAL AGENCY FISCAL YEAR REPORT

*LL83 mandates the creation of an annual spending report on advertising, displaying each agency's spending and compliance toward the 50 percent ECM advertising spend goal.*

This document represents that report for FY24. Previous reports can be accessed on the MOECM website.

## TRAINING AND COMPLIANCE

*LL83 mandates an annual training for city agency officers and employees responsible for advertising and marketing.*

Throughout the year, MOECM holds both in-person and online training sessions and provides operational and strategic guidance for agency marketing and procurement staff.

# MOECM STRATEGIES

Through the management of targeted campaigns, city agencies inform New Yorkers about their rights and benefits, promote opportunities available across the city, explain new city policy changes, and prepare them for emergencies.

MOECM works with city agencies as they conceptualize and create their marketing and advertising messaging by serving as a guide through the city's advertising process and a key resource for effective communication practices.

In this fashion, MOECM is the city's central hub for advertising data and information, assisting city agencies as they

- allocate budgets effectively across the different media types of print, digital publications, radio, television, and out-of-home.
- plan advertising campaigns and determine the scale of advertising, such as the number of channels, the duration of the campaign, and the target audience
- ensures fair budget distribution towards media placement vendors and media outlets
- collect, analyse, and disseminate all advertising spend data for various city agencies.



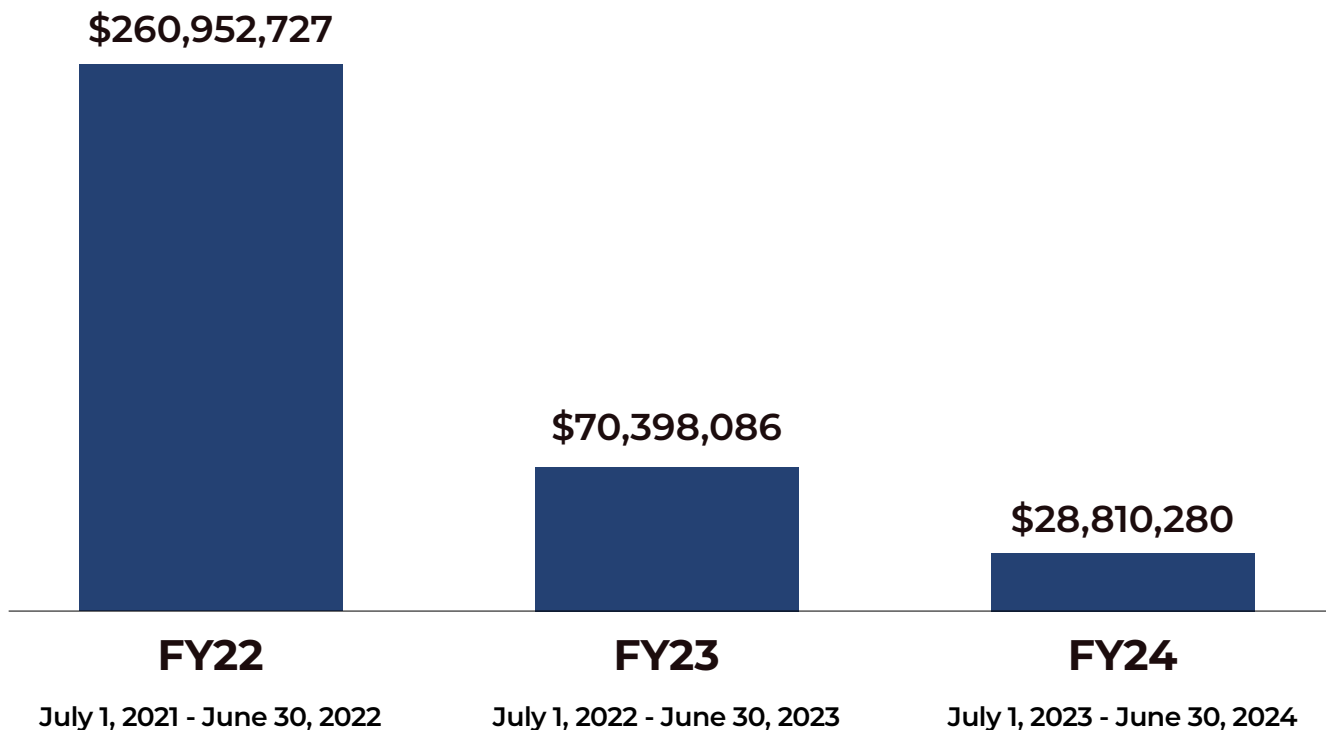
# FISCAL YEAR 2024 RECAP

In FY22 (July 1, 2021 – June 30, 2022), New York City faced the challenge of educating the public about the immediate dangers of COVID-19 and the health care options available to all. To accomplish this, the federal government granted millions of dollars for advertising purposes — elevating the total budget spent during that period to over \$260 million.

By FY23 (July 1, 2022 – June 30, 2023), this public health threat had lifted, and city advertising normalized with more traditional messaging and without additional federal funding, resulting in a total advertising spend of just above \$70 million.

FY24 (July 1, 2023 – June 30, 2024) was marked by economic challenges in New York City that affected every city agency and effectively “froze” their budgets, including those allocated for paid messaging. More than six months of greatly reduced agency marketing dropped the city’s total advertising spend downward, to just under \$29 million.

The chart below displays the decline in the city’s total advertising budget over the past three fiscal years.



**Figure 1.** City agency advertising spend in FY22, FY23, and FY24.



## BUDGETARY RESTRICTIONS

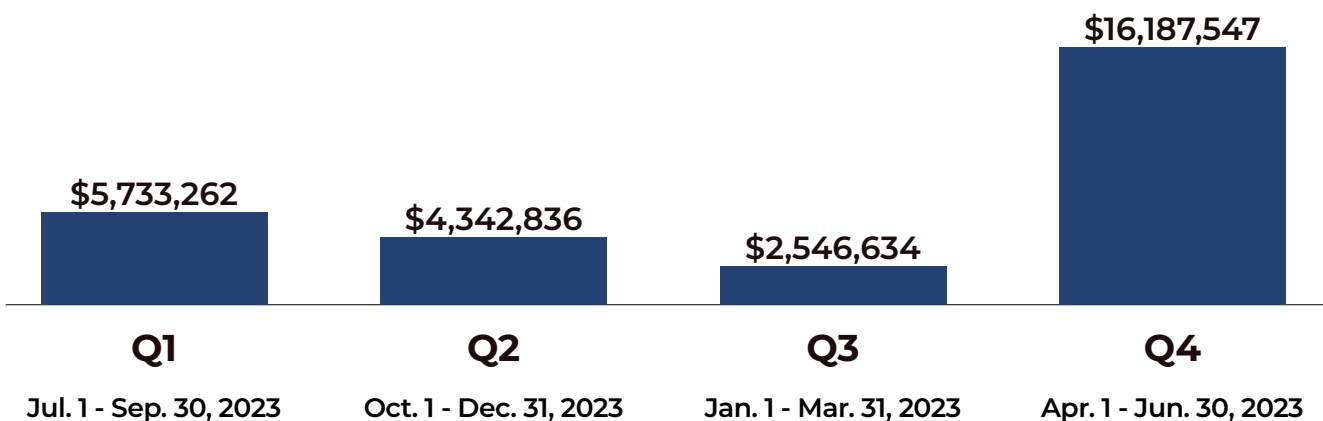
In September 2023, Mayor Adams announced that the City of New York was experiencing an unprecedented fiscal crisis; this was a result of expiring COVID-19 federal funding, fiscal cliffs created by permanent programs funded with temporary stimulus dollars, city contracts that had not been negotiated for years, and an unexpected increase in spending due to the influx of asylum seekers into New York City. To balance this situation, citywide financial constraints and ongoing monitoring of all agency spending was implemented. This included city agency advertising budgets.

The result was a dramatic reduction in media placements from September 2023 to March 2024.

During this timeframe, most city agencies adapted to these budgetary constraints through the use of media spaces available without cost to city agencies, including LinkNYC kiosks, Taxi TV, WNYE, NYCLIFE, and 311 hold messages.

This period of time represented a significant business challenge to the M/WBE media placement vendors and ECM outlets. However, for each agency advertising campaign that ran during this period, MOECM worked to ensure that ECM publications and broadcasts were included in agency media plans.

The figure below shows a steady decline in city agency ad placement from Q1 through Q3, while these budgetary restrictions were in place. Q4 represents a turning point in city agency ad spending once these restrictions were relaxed; this quarter alone represents 56 percent of the total FY24 advertising spend.



**Figure 2.** City agency advertising spend by quarter.

# WAIVED CITY AGENCIES

MOECM grants two types of waivers for city agencies:

- 1) Legal Mandate Waiver and
- 2) Full Agency Waiver.

Below are the definitions.

- **Legal Mandate Waiver**

Many city agencies are required by statute, court order, or other legal mandates to publish information in general media outlets. As these legal requirements conflict with LL83's goals, such notices are granted a legal mandate waiver and are excluded from spending calculations.

- **Full Mandate Waiver**

City agencies with advertising budgets of less than \$5,000 per fiscal year (across all types of media) are granted a full agency waiver from compliance with LL83's goals.

The following city agencies received a waiver from MOECM for FY24. FY24 waiver spend totaled \$79,712.

## LEGAL MANDATE WAIVERS GRANTED FOR FY24

- New York City Department of City Planning
- New York City Department of Finance
- New York City Department of Parks and Recreation

## FULL AGENCY WAIVERS GRANTED FOR FY24

- Board of Standards and Appeals
- Business Integrity Commission
- Citywide Event Coordination and Management
- Conflict of Interest Board
- Fire Department of the City of New York
- Mayor's Community Affairs Unit
- Mayor's Office for Economic Opportunity
- Mayor's Office for People with Disabilities
- Mayor's Office of Criminal Justice
- Mayor's Office of Equity & Racial Justice

- Mayor's Office of Food Policy
- Mayor's Office of Immigrant Affairs
- Mayor's Office of Minority- and Women-Owned Business Enterprises
- Mayor's Office of Sports, Wellness, and Recreation
- Mayor's Office of Workforce Development
- Mayor's Office to End Domestic and Gender-Based Violence
- Mayor's Public Engagement Unit
- New York City Department of Buildings
- New York City Department of Cultural Affairs
- New York City Department of Records and Information Services
- New York City Department of Youth and Community Development
- New York City Economic Development Corporation
- New York City Housing Recovery Operations
- New York City Landmarks Preservation Commission
- New York City Office of Administrative Trials and Hearings
- New York City Office of Chief Medical Examiner
- New York City Office of Labor Relations
- New York City Office of Technology and Innovation
- New York City Office of the City Clerk
- New York City Taxi and Limousine Commission



# ANALYSIS OF APPLICABLE AD SPEND

## SUMMARY OF SPEND

Once waiver calculations are accounted for, the remaining total advertising spend of \$28.8 million is categorized into two classifications: in-scope and out-of-scope.

- In-Scope** is advertising media spend allocated towards print/digital publications and radio/audio or TV/video broadcasts. This classification is used to determine city agency alignment with the 50 percent spending goal. This breaks down into two further categories:

**ECM:** includes all media spend with print/digital publications and radio/audio or TV/ video broadcasts which have applied for and fulfilled the requirements to be listed in the Citywide Marketing Directory.

**General:** print/digital publications and radio/audio or TV/video broadcasts not listed in the Citywide Marketing Directory.

- Out-of-Scope** is advertising spending allocated towards media outside of print/digital publications and radio/audio or TV/video broadcasts. This includes but is not limited to out-of-home, social media, job boards, digital displays, etc. These media categories are dominated largely by corporate businesses and do not include ECMs or M/WBE companies; as such, this category is not included in spending goal determination.

The chart below displays city agency spend in these categories.

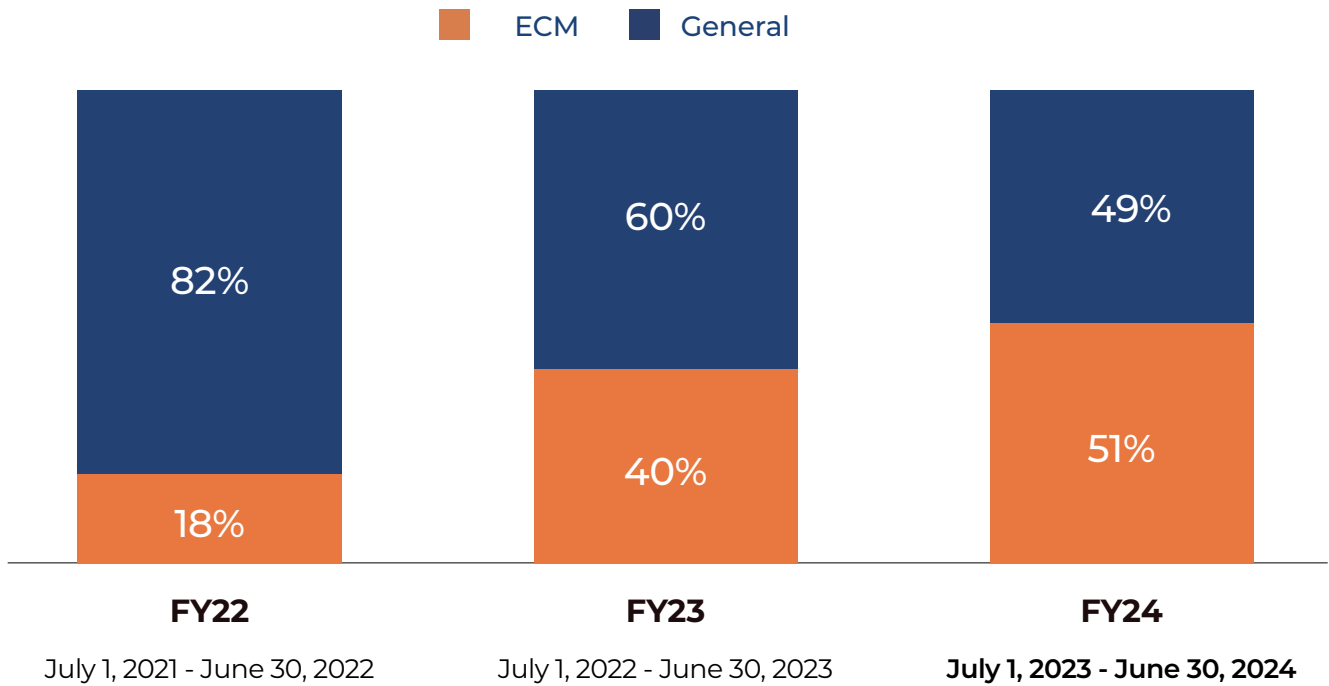
FY24 TOTAL ADVERTISING SPEND					
<b>\$28,889,991</b>					
WAIVED AGENCY TOTAL: <b>\$79,711</b>					
APPLICABLE SPEND: <b>\$28,810,280</b>					
IN-SCOPE \$14,200,060			OUT-OF-SCOPE \$14,610,220		
	ECM	GENERAL			
PRINT	\$ 1,856,341	\$ 618,953	OUT-OF-HOME	\$	10,596,752
DIGITAL	\$ 1,413,668	\$ 1,348,882	SOCIAL MEDIA	\$	2,277,745
RADIO	\$ 2,451,612	\$ 1,827,240	PROGRAMMATIC	\$	1,438,743
TV	\$ 1,496,536	\$ 3,186,828	JOB BOARDS	\$	296,980
<b>TOTAL</b>	<b>\$ 7,218,157</b>	<b>\$ 6,981,903</b>	<b>TOTAL</b>	<b>\$</b>	<b>14,610,220</b>

**Figure 3.** FY24 advertising spend breakdown by medium.



Budget restrictions did not stop city agencies from prioritizing the importance of placing advertisements with ECMs. In fact, goal compliance in FY24 increased from the previous year by 11 points, to a total 51 percent.

This upward trend is the result of MOECM working closely over the last three years with city agencies to demonstrate the effectiveness of diversified media placement and emphasize the advantages of engaging New York City's rich local ECM landscape. The graph below displays the gains in compliance from year-to-year.



**Figure 4.** ECM allocations continue to rise.



## ADVERTISING SPEND BY CITY AGENCY

MOECM works closely with media placement vendors and city agencies to gather accurate media placements and spending data through reports and analysis, effectively tracking each paid ad placed for the city. This data is collected, analyzed, and publicly posted with the end goal of transparency regarding city advertising workflow and budget allocation.

The dashboard below outlines the FY24 advertising spend of each individual city agency (excluding waivers) and their alignment with LL83's ECM goals.

In FY24 spend, ECM advertising totaled \$7.2 million, with general outlet spending at \$6.9 million. This is the first fiscal year since the establishment of MOECM that ECM spend is higher than funds spent on general media purchases.

The **compliance** column displays the percentage of ECM spend in the in-scope total.

The **overall total** column sums all FY24 spending for each city agency.

City Agency	In-Scope (Print, Digital Publications, Radio, and TV)			50% Spending Goal Compliance per LL 83	Out-of-Scope (all other mediums)	Overall Total
	ECM	General	Total In-Scope			
Administration for Children's Services	\$621,441	\$401,827	\$1,023,269	61%	\$733,516	\$1,756,784
City Commission on Human Rights	N/A	N/A	N/A	N/A	\$19,865	\$19,865
Civic Engagement Commission	\$12,000	\$22,000	\$34,000	35%	\$74,472	\$108,472
Civilian Complaint Review Board	\$12,040	\$33,000	\$45,040	27%	N/A	\$45,040
Department for the Aging	\$46,842	\$90,128	\$136,970	34%	\$78,061	\$215,031
Department of City Planning	\$9,755	\$2,608	\$12,363	79%	N/A	\$12,363
Department of Citywide Administrative Services	\$165,759	\$106,789	\$272,547	61%	\$151,956	\$424,503
Department of Consumer and Worker Protection	\$175,257	\$94,778	\$270,035	65%	\$255,080	\$525,116
Department of Correction	\$217,034	\$1,127,372	\$1,344,406	16%	\$487,088	\$1,831,494
Department of Design and Construction	\$2,358	N/A	\$2,358	100%	\$4,208	\$6,567
Department of Environmental Protection	N/A	\$43,605	\$43,605	0%	\$74,788	\$118,393
Department of Finance	N/A	\$5,529	\$5,529	0%	N/A	\$5,529
Department of Health and Mental Hygiene	\$2,811,380	\$2,019,964	\$4,831,344	58%	\$4,155,979	\$8,987,323
Department of Housing Preservation and Development	\$11,292	\$62,965	\$74,257	15%	\$12,587	\$86,844
Department of Investigation	N/A	N/A	N/A	N/A	\$13,342	\$13,342
Department of Parks and Recreation	\$4,513	\$15,508	\$20,021	23%	\$27,843	\$47,864
Department of Probation	N/A	\$20,394	\$20,394	0%	\$345	\$20,739
Department of Sanitation	N/A	N/A	N/A	N/A	\$40,000	\$40,000
Department of Social Services	\$263,533	\$274,276	\$537,809	49%	\$1,095,503	\$1,633,312
Department of Transportation	\$1,479,943	\$986,762	\$2,466,705	60%	\$1,171,083	\$3,637,787
Department of Veterans' Services	N/A	\$4,964	\$4,964	0%	\$10,035	\$14,999
Law Department	N/A	\$5,197	\$5,197	0%	N/A	\$5,197
Mayor's Office of Contract Services	\$2,131	\$3,336	\$5,467	39%	N/A	\$5,467
Mayor's Office of Media and Entertainment	\$72,584	\$10,194	\$82,778	88%	\$127,187	\$209,965
Mayor's Office	N/A	\$58,884	\$58,884	0%	\$8,563	\$67,447
Mayor's Office of Climate and Environmental Justice	\$29,750	\$124,821	\$154,571	19%	\$1,600	\$156,171
Mayor's Office of Community Mental Health	N/A	\$133,750	\$133,750	0%	N/A	\$133,750
Mayor's Office of Management and Budget	\$1,745	\$4,554	\$6,299	28%	N/A	\$6,299
New York City Emergency Management	\$30,843	N/A	\$30,843	100%	\$8,134	\$38,977
New York City Health + Hospitals	\$267,840	\$188,610	\$456,451	59%	\$462,210	\$918,661
New York City Housing Authority	\$12,150	\$16,516	\$28,666	42%	\$5,493	\$34,159
New York City Police Department	\$371,432	\$201,621	\$573,052	65%	\$580,376	\$1,153,429
New York City Public Schools	\$511,274	\$863,128	\$1,374,402	37%	\$4,931,340	\$6,305,742
New York City Service	\$10,550	\$5,542	\$16,092	66%	\$19,908	\$36,000
Small Business Services	\$74,710	\$53,282	\$127,992	58%	\$59,659	\$187,651
<b>TOTAL</b>	<b>\$7,218,157</b>	<b>\$6,981,903</b>	<b>\$14,200,060</b>	<b>51%</b>	<b>\$14,610,220</b>	<b>\$28,810,280</b>

Figure 5. FY24 advertising spend by city agency.

# LANGUAGE ACCESSIBILITY

New York City is the most linguistically diverse city in the world, where nearly half its residents speak a language other than English. Local Law 30 of 2017 encourages city agencies to provide their public communications, including advertising campaigns, in 10 languages [Arabic, Bengali, Chinese, French, Haitian Creole, Korean, Polish, Russian, Spanish, and Urdu].

MOECM verifies that, wherever applicable, advertising campaigns are translated into various languages, while monitoring the distribution of these advertising materials to ECM outlets. The word cloud below highlights the 22 languages into which city agencies placed their advertising during FY24.



**Figure 6.** Word map displaying proportion of ad placements by language.



# MEDIA PLACEMENT MASTER CONTRACT

During FY24, MOECM worked with city agencies to complete an Advertising Media Placement Master Contract, where city agencies are matched with a media placement vendor from a rotating roster in the PASSPort system.

In December 2023, the Mayor's Office of Contract Services issued a directive that required city agencies to use this new master contract for all advertising media placement.

Below are the media vendors participating in this contract (in order of rotation):

- D Expósito & Partners, LLC.
- Malone Creative Group, LLC.
- Wolfe-Doyle Advertising NY, Inc.
- Venus Media, LLC.
- Bandujo Advertising and Design, Inc.
- Sound Communications, Inc.



# APPENDIX

## PUBLIC ACCESS

Per LL83, city agency advertising spend must be placed on [NYC Open Data](#) annually. This FY24 report, and previous reports, may be found on the [MOECM website](#).

## ACKNOWLEDGEMENTS

This report was prepared by MOECM.

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Review: The Mayor's Office of Communications

Thanks to all city agencies, media placement vendors, and media outlets for their determination and commitment during FY24.

We wish to especially recognize Mayor Eric Adams and the entire New York City Mayor's Office for their support and guidance.











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