



January 27, 2016

Hon. Carlos Menchaca
Chairperson
Committee on Immigration
New York City Council
250 Broadway
New York, NY 10007

Re: City Advertising Contracts and Ethnic Media

Dear Chairman Menchaca,

We are writing today with a new analysis that we hope will contribute to your oversight hearing on how the City can better leverage the scores of community-based, ethnic media outlets to ensure that all neighborhoods receive information on municipal job openings, legal notices, and other government business.

Working with the Office of the Brooklyn Borough President, the Comptroller's Office examined usage reports that were submitted to the Department of Citywide Administrative Services (DCAS) by Creative Media Agency, Graystone Group, and Miller Advertising, which outline where City advertisements were placed during Fiscal Years 2013-2015.

While the data received from DCAS was not inclusive of all spending on City advertising, it did provide sufficient information to discern general trends.

The analysis found that from Fiscal Years (FY) 2013-2015:

- The City of New York spent over \$20 million with Miller Advertising, the Graystone Group, and the Creative Media Agency, placing advertisements with 954 publications for recruitment (job listings) and non-recruitment needs (legal notices, public campaigns, and other communications);
- Within the 954 publications, 37 of these publications were designated by DCAS as "ethnic publications," which received on average 13 percent of spending per year;
- Of the top 40 publications that were awarded promotional dollars, nine were ethnic publications; and
- In FY 2015, the City spent 21.9 percent of non-recruitment advertising dollars on ethnic publications, but only spent 5.8 percent of recruitment dollars with ethnic publications.

The attached appendix includes additional information about City advertising spending.

Given these trends, we believe that the City should explore whether a more strategic distribution of its limited advertising resources can enhance public awareness of government business for all New Yorkers and ensure that the City workforce truly represents the best and brightest from all our communities.

As a result, we urge the City to consider the following:

- Review the performance of all existing contracts, with an eye toward ensuring that the City's advertising dollars are being effectively deployed in a manner that reaches all communities.
- Establish a clear definition of what constitutes an ethnic publication, as there are many publications that could be considered within this definition but are not labeled as such by DCAS.
- Consider adding new vendors that have experience targeting specific communities.
- Ensure that advertising agencies spend dollars efficiently by requiring them to evaluate objective, concrete measures of readership, including circulation and website traffic.

In a City as diverse as New York, where 1.8 million residents are Limited English Proficient, it is imperative that our government take proactive steps to inform residents of the business of government. We look forward to working with you on this issue in the months to come.

Sincerely,



Scott M. Stringer
Comptroller
City of New York



Eric L. Adams
Brooklyn Borough President

APPENDIX

Miller Advertising has the largest advertising contract with the City, providing assistance in placing advertising with the majority of online and print outlets for both recruitment and non-recruitment purposes. The other two contracts are more specialized. The Creative Media Agency contract is aimed solely at recruitment postings in the New York Times, while the Graystone Group contract is designed to direct recruitment advertising to the Chronicle of Higher Education, and non-recruitment advertising to El Diario and AM New York.

Table 1: Total Spending in All Advertising Contracts, by Fiscal Year

	FY 2013	FY 2014	FY 2015	Total Spent
Graystone	\$327,025	\$575,364	\$1,006,961	\$1,909,350
Creative	\$319,528	\$357,776	\$218,816	\$896,120
Miller	\$5,185,526	\$5,980,577	\$6,062,653	\$17,228,756
All Contracts	\$5,832,079	\$6,913,717	\$7,288,430	\$20,034,226

Graph 1: Top 10 Publications by Total Spent in Fiscal Years 2013 -2015

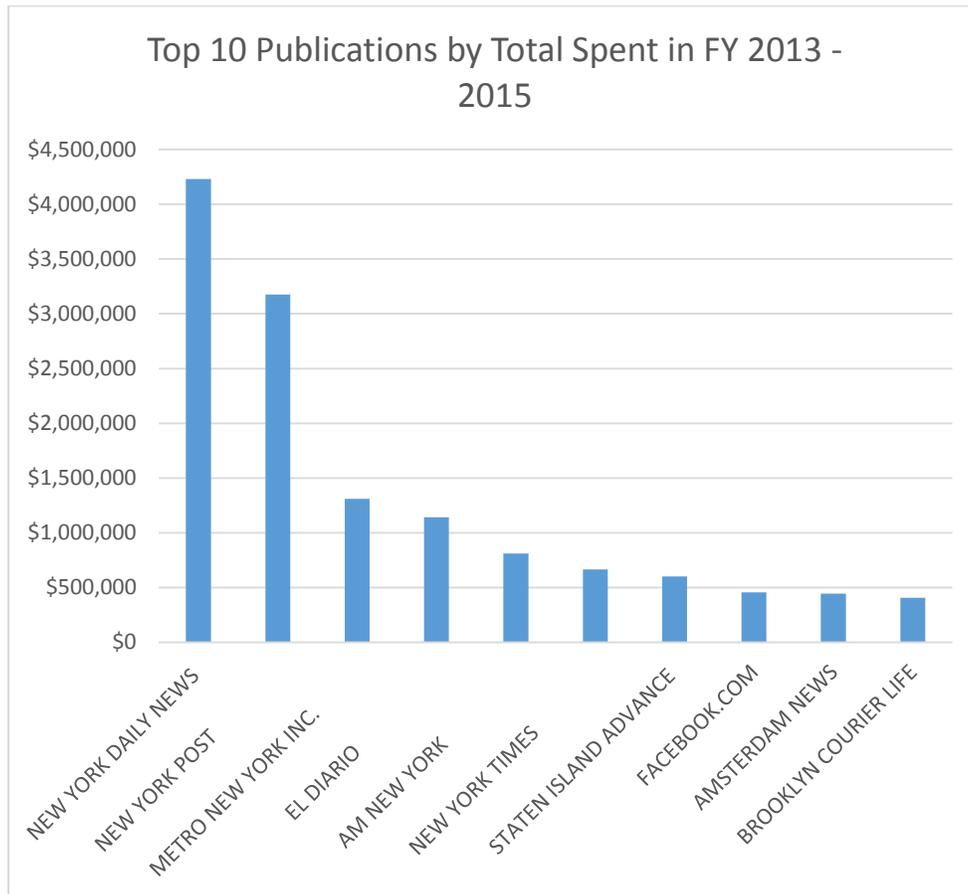


Table 2: Top 40 Publications by Total Spent in Fiscal Years 2013 -2015

Rank	Publication	FY 2013	FY 2014	FY 2015	Total
1	NEW YORK DAILY NEWS	\$1,792,723	\$1,382,954	\$1,056,082	\$4,231,759
2	NEW YORK POST	\$845,959	\$1,429,616	\$899,519	\$3,175,093
3	METRO NEW YORK INC.	\$494,707	\$388,894	\$426,709	\$1,310,310
4	EL DIARIO	\$298,189	\$314,248	\$528,959	\$1,141,395
5	AM NEW YORK	\$132,194	\$223,399	\$455,794	\$811,386
6	NEW YORK TIMES	\$111,726	\$325,008	\$228,605	\$665,339
7	STATEN ISLAND ADVANCE	\$176,296	\$189,613	\$234,374	\$600,283
8	FACEBOOK.COM	\$108,234	\$204,759	\$144,035	\$457,028
9	AMSTERDAM NEWS	\$24,195	\$181,129	\$239,031	\$444,355
10	BROOKLYN COURIER LIFE	\$154,258	\$122,412	\$129,182	\$405,851
11	WORLD JOURNAL	\$42,167	\$74,612	\$143,800	\$260,579
12	KOREAN TIMES	\$31,577	\$88,071	\$131,699	\$251,347
13	CHRONICLE OF HGH.EDUCAT.*	\$49,898	\$99,860	\$101,062	\$250,819
14	TWITTER	\$61,766	\$139,632	\$35,000	\$236,398
15	SING TAO	\$31,385	\$68,804	\$104,371	\$204,560
16	QUEENS COURIER	\$21,301	\$44,821	\$91,864	\$157,985
17	ENGINEERING NEWS RECORD	-\$2,280	\$97,265	\$56,270	\$151,255
18	MONSTER/NYTIMES.COM	\$28,914	\$47,453	\$47,800	\$124,167
19	DIVERSE ISSUES IN HIGHER EDUCA	\$19,809	\$38,363	\$51,916	\$110,087
20	SITESCOUT	\$0	\$0	\$100,500	\$100,500
21	JEWISH PRESS	\$308	\$27,350	\$71,100	\$98,758
22	THE CHIEF	\$12,699	\$34,751	\$48,171	\$95,621
23	QUEENS TIMES LEDGER	\$0	\$16,494	\$60,515	\$77,009
24	BRONX TIMES REPORTER	\$16,921	\$7,440	\$50,023	\$74,385
25	LIBERTY INTERACTIVE	\$70,000	\$0	\$0	\$70,000
26	DICE.COM	\$14,211	\$21,935	\$31,576	\$67,722
27	LA VOZ HISPANA	\$9,091	\$22,658	\$34,724	\$66,473
28	INDEED.COM	\$5,000	\$21,500	\$34,000	\$60,500
29	WEEKLY THIKANA	\$11,583	\$17,580	\$29,565	\$58,728
30	SCIENCE MAGAZINE	\$9,411	\$17,073	\$31,037	\$57,521
31	NEW YORK LAW JOURNAL	\$19,608	\$26,339	\$11,477	\$57,424
32	STRAUS MEDIA GROUP	\$0	\$15,886	\$40,878	\$56,764
33	CARIBBEAN LIFE	\$8,610	\$1,388	\$46,428	\$56,426
34	EL ESPECIAL	\$0	\$13,053	\$39,293	\$52,346
35	CRAIN'S NEW YORK BUSINESS	\$31,031	\$17,494	\$3,518	\$52,043
36	GOTHAMIST LLC	\$25,000	\$5,000	\$20,500	\$50,500
37	MINORITY COMMERCE WEEKLY	\$2,489	\$12,484	\$35,088	\$50,061
38	HIGHERED JOBS.COM	\$11,145	\$18,085	\$19,064	\$48,294
39	THE NEW YORK ENTERPRISE REPORT	\$45,088	\$0	\$0	\$45,088
40	WALL STREET JOURNAL	\$23,084	\$21,980	\$0	\$45,064

* The blue cells designate “ethnic publications,” as defined by DCAS.

Table 3: Total Spent With All Ethnic Publications, by Fiscal Year

Rank	Publication	FY 13	FY 14	FY 15	Total
1	EL DIARIO	\$298,189	\$314,248	\$528,959	\$1,141,395
2	WORLD JOURNAL	\$42,167	\$74,612	\$143,800	\$260,579
3	KOREAN TIMES	\$31,577	\$88,071	\$131,699	\$251,347
4	SING TAO	\$31,385	\$68,804	\$104,371	\$204,560
5	JEWISH PRESS	\$308	\$27,350	\$71,100	\$98,758
6	LA VOZ HISPANA	\$9,091	\$22,658	\$34,724	\$66,473
7	WEEKLY THIKANA	\$11,583	\$17,580	\$29,565	\$58,728
8	CARIBBEAN LIFE	\$8,610	\$1,388	\$46,428	\$56,426
9	EL ESPECIAL	\$0	\$13,053	\$39,293	\$52,346
10	HISPANIC OUTLOOK IN HIGHER ED	\$5,884	\$14,192	\$20,799	\$40,875
11	JEWISH FORWARD	\$7,103	\$10,702	\$12,502	\$30,307
12	EPOCH TIMES	\$0	\$0	\$28,379	\$28,379
13	OUR TIME PRESS	\$2,022	\$1,898	\$22,716	\$26,636
14	CARIB NEWS	\$1,917	\$3,371	\$18,301	\$23,590
15	URDU TIMES		\$1,250	\$21,677	\$22,927
16	ALLEWAA ALARABI	\$0	\$0	\$22,471	\$22,471
17	HAITI PROGRESS	\$0	\$4,945	\$17,053	\$21,997
18	NEWS INDIA PUBLICATION	\$0	\$7,925	\$12,066	\$19,991
19	PAKISTAN POST	\$0	\$2,235	\$17,327	\$19,562
20	NAT'L ASSOC OF ASIAN AMER PROF	\$1,414	\$12,213	\$2,705	\$16,333
21	LATINOSINHIGHERED.COM	\$3,522	\$7,547	\$4,720	\$15,790
22	RUSSIAN BAZAAR	\$3,118	\$2,588	\$6,296	\$12,002
23	DIARIO DE MEXICO NYC	\$0	\$0	\$9,648	\$9,648
24	WEEKLY BANGALEE	\$0	\$0	\$7,059	\$7,059
25	BANGLA PATRIKA	\$0	\$2,824	\$2,353	\$5,177
26	NOWY DZIENNIK	\$0	\$0	\$4,818	\$4,818
27	WEEKLY DARPON	\$300	\$1,125	\$3,150	\$4,575
28	NOVOM SVETE	\$0	\$0	\$3,441	\$3,441
29	ASIANLIFE.COM	\$561	\$1,850	\$734	\$3,145
30	KOREAN NEW YORK DAILY	\$0	\$176	\$2,353	\$2,529
31	CHINA PRESS	\$0	\$0	\$2,047	\$2,047
32	HAITIAN TIMES	\$0	\$150	\$1,853	\$2,003
33	QUEENS LATINO	\$0	\$0	\$1,647	\$1,647
34	WEEKLY BANGLADESH	\$250	\$706	\$353	\$1,309
35	NAT'L ASSOC OF HISPANIC JOURNA	\$0	\$500	\$609	\$1,109
36	SOCIETY HISPANIC PRO ENGINEERS	\$0	\$189	\$825	\$1,014
37	HISPANICS-JOBS.COM	\$0	\$0	\$206	\$206

Table 4: Percent Spending on Ethnic Publications, by Fiscal Year

	FY 2013	FY 2014	FY 2015	Total
Total Spent on Ethnic Pubs.	\$459,002	\$704,150	\$1,378,045	\$2,541,197
Total Spent on All Pubs.	\$5,832,079	\$6,913,717	\$7,288,430	\$20,034,226
Percent Spent on Ethnic Pubs.	7.87%	10.18%	18.91%	12.68%

Advertising spending conducted by the City is directed through two categories: recruitment and non-recruitment. Recruitment advertising is comprised of job postings and listings, while non-recruitment advertising can include legal notices, real estate holdings, auctions, sales of equipment, or public-awareness campaigns.

Table 5: Non-Recruitment Spending, by Type and Fiscal Year

	Total Non-Recruitment Spending	Total Ethnic Pubs. Non-Recruitment Spending	Percent of Total Dollars Spent w/ Ethnic Pubs.
FY 2013	\$4,974,764	\$432,559	8.70%
FY 2014	\$5,615,836	\$639,446	11.39%
FY 2015	\$5,769,342	\$1,264,804	21.92%

Table 6: Recruitment Spending in Miller and Creative Contracts, by Fiscal Year

	Total Recruitment Spending	Total Ethnic Pubs. Recruitment Spending	Percent of Total Dollars Spent w/ Ethnic Pubs.
FY 2013	\$861,553	\$26,443	3.07%
FY 2014	\$1,297,516	\$64,704	4.99%
FY 2015	\$1,519,860	\$87,414	5.75%