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Contact: Josiel Estrella, (212) 669-4177, jestrel@comptroller.nyc.gov (Stringer)
Stefan Ringel, (917) 574-3277, sringel@brooklynbp.nyc.gov (Adams)

COMPTROLLER STRINGER AND BROOKLYN BP ADAMS RELEASE LETTER ON CITY ADVERTISING AND ETHNIC MEDIA USAGE

(New York, NY) – Today, New York City Comptroller Scott M. Stringer and Brooklyn Borough President Eric L. Adams submitted a [letter](#) to New York City Council Member Carlos Menchaca, Chairperson of the Committee on Immigration, which analyzes City advertising contracts and the degree to which City agencies leverage ethnic media outlets. The letter’s release comes in conjunction with a hearing by the Committee on Immigration on how the City can support ethnic media.

“New York City should take proactive steps to inform all residents of the business of government, no matter their native language,” said New York City Comptroller Scott M. Stringer. “Borough President Adams and I are urging the City to consider reviewing the performance of all existing contracts, establishing a clear definition of an ethnic publication, and ensuring that advertising agencies are spending our city’s dollars efficiently.”

"The viability of ethnic media outlets is critical to the overall health of New York City's press landscape," said Brooklyn Borough President Eric L. Adams. "Every voice needs to be heard, and publications that speak to the issues of our various diverse communities are often the most trusted vehicles for millions of voices in our five boroughs. Working in partnership, we are raising our voices and putting forward a thoughtful analysis that identifies how we can do better and spend smarter in our civic outreach."

The full letter can be accessed on Comptroller Stringer’s [website](#).

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