

City of Chicago Marketing Report

The Chicago Independent Media Alliance is a project of the Reader Institute for Community Journalism. CIMA is a coalition of 69 local and independent newsrooms. Starting October 2020, CIMA filed FOIA requests to determine how much advertising revenue was spent by the City of Chicago's 38 departments and 5 sister agencies. Our following report highlights how 22 of those city departments spent their revenue dollars on community and ethnic media versus mainstream media.

Report produced December, 2021

@ChiIndyMedia



**Chicago
Independent
Media Alliance**

OVERVIEW

In October 2020, the Chicago Independent Media Alliance, a project of the Reader Institute for Community Journalism, began the work of replicating [a project of the New York City governmental advertising conducted by the Center for Community Media at the City University of New York Newmark Graduate School of Journalism](#). Experienced FOIA reporter Sam Stecklow was hired to do the research.

The New York project resulted in an executive order signed by Mayor Bill de Blasio in mid-2019. In 2020, the first year of full implementation, caused a multi-million-dollar shift to community and ethnic media.

Unlike New York City, Chicago and sister city agencies do not handle advertising in a central fashion. Thus, FOIA requests were made to all City of Chicago agencies, as well as Chicago sister agencies, other local agencies that are run by appointees of the Mayor of Chicago, and City-affiliated nonprofits that are run by appointees of the Mayor of Chicago. To supplement data from individual agencies, expenditure data were sought from the City Comptroller's Office. This was done parallel to similar requests at Cook County and state of Illinois agencies.

“A May 2019 executive order mandated that city agencies allocate at least 50 percent of their print and digital advertising budgets in the trusted news sources of the New Yorkers their public information campaigns most needed to reach. In its first year of implementation, the executive order far outperformed its own expectations, delivering 84 percent of the budget, nearly \$10 million, to more than 220 outlets serving New Yorkers in every neighborhood in all five boroughs in 36 languages besides English.”

- Center for Community Media, NYC Ad Spending Initiative Boosts Community News Outlets Report

PROCESS

After the data was obtained, each advertising purchase was coded. **FIRST**, it was determined whether it was an advertisement placed in a media outlet and/or broadcast company, or if it was a different type of ad, such as a billboard or social media ad.

SECOND, within the category of media-placed ads, each media outlet and broadcast agency was coded as “Major,” “Ethnic/Community,” and “Other.”

For the purposes of this report, which focuses on city spending in locally owned small media outlets, some decisions had to be made regarding advertisements placed in publications that serve a particular ethnic minority or hyperlocal community, but are owned by major national or international media conglomerates. It was determined that a combination of ownership and audience would regulate whether an outlet is tagged as “Major” or “Ethnic/Community.” For this reason, some outlets that serve ethnic minorities and hyperlocal communities were tagged as “Major.” Some examples include:

- *Univision (owned by Searchlight Capital, an American private equity firm, and Grupo Televisa, a Mexico City-based company that is one of the largest producers of Spanish-language content in the world)*
- *Hoy (former Spanish-language newspaper that was owned by Tribune Publishing for the entirety of its run)*

- *Pioneer Press newspapers (suburban newspapers owned by Tribune Publishing)*
- *Sing Tao Daily (Chinese-language Hong Kong-based newspaper)*
- *VI03 (Black-focused FM radio station owned by iHeartMedia, one of the largest owners of radio stations in the country)*

While CIMA has 69 members representing more than 80 media outlets, we included all community and ethnic media that received funding in this project. **Because each agency handles advertising in a different way, and codes its expenditures differently, the agency-provided data and the city expenditure data can sometimes differ significantly.**

As you will see, we have provided an analysis of both the agency-provided data and the city expenditure data. This is intended to give as complete a picture of the City’s advertising spending practices as possible, though as is apparent, it is impossible to have a fully complete picture based on the data as it stands. Without further investigation, it is not possible to determine why the discrepancies exist. However, taken together, the findings from each pool of data come to the same general conclusions regarding how much advertising is placed with ethnic/community outlets, and how many advertising dollars are spent in ethnic/community outlets.

SUMMARY

To summarize, while **47.4%** of advertising from city agencies was in ethnic/community media, that translated to just **18.8%** of total dollars spent. More money, by far, was spent in the mainstream media. For what the City reported, **38.8%** was spent in ethnic/community media, but that was just **13%** when viewed on dollars spent.

The timeframes for the agency-provided data differ by agency. All began in January 2015, but some agencies provided responses the month that the requests were sent out — October 2020 — while others did not provide data until after the new year, and so the entirety of 2020 was available. The city expenditure data, which was provided in May 2021, covers the entirety of January 2015-December 2020 (2015-2020). Some just provided one year of data.

“Total purchases,” “total media purchases,” and “total ethnic media purchases” were calculated by including one entry per vendor, per year. If multiple individual ad buys were made with the same vendor within a calendar year, these were counted as 1 purchase for the purpose of the data analysis.

What this report does not show is how much non-advertising money is spent on non-advertising marketing spends, especially when involving third-party consultants and public relations and advertising agencies. This is an area where community and ethnic media have really been left out, as many agencies fall way behind on equity, and do end-runs around community and ethnic (and even mainstream) media in general. This is an industry-wide problem, as agencies use multi-national tech platforms as an easier (but not local, authentic or loyalty-building) way to reach communities.

We are seeking a more transparent, equitable disbursement of city tax dollars, something that will build a more authentic marketing plan overall, and one that also helps strengthen the critical Chicago media ecosystem. CIMA is committed to making this process easier to navigate, as we also realize that smaller media outlets can often be difficult to reach, and can be a challenge for large agencies (government and private) to work with.

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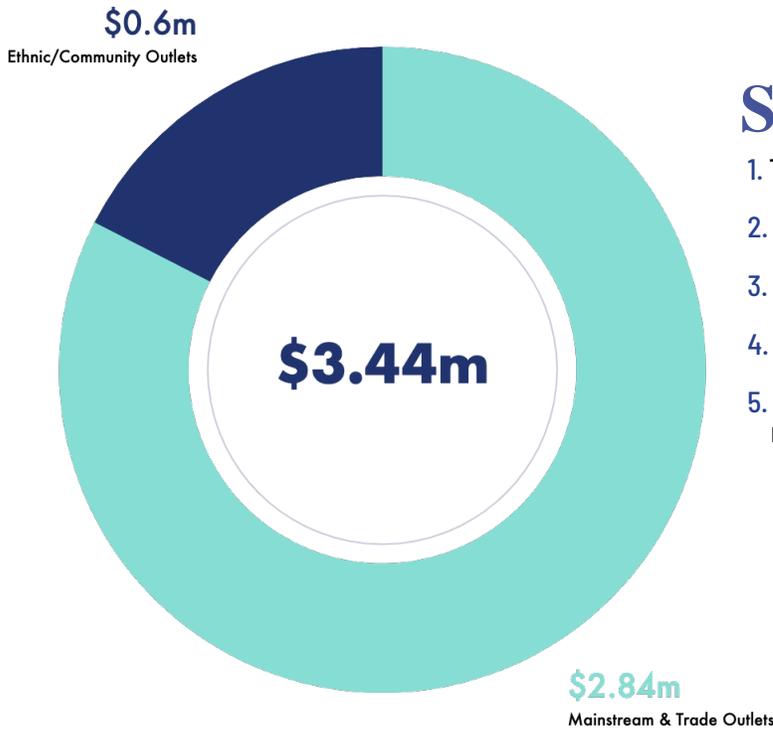
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CITY OF CHICAGO AGENCIES: City of Chicago Total

NOT INCLUDING SISTER AGENCIES, RELATED NONPROFITS, ETC.

AGENCY-PROVIDED DATA - JANUARY 2015 TO OCTOBER 2020



SPENDING

1. Total spending: \$5,141,351.94
2. Total media spending: \$3,504,642.57
3. Percent of media spending within total spending: 68.2%
4. Total ethnic/community media spending: \$660,432.41
5. Percent of ethnic/community media spending within media spending: 18.8%

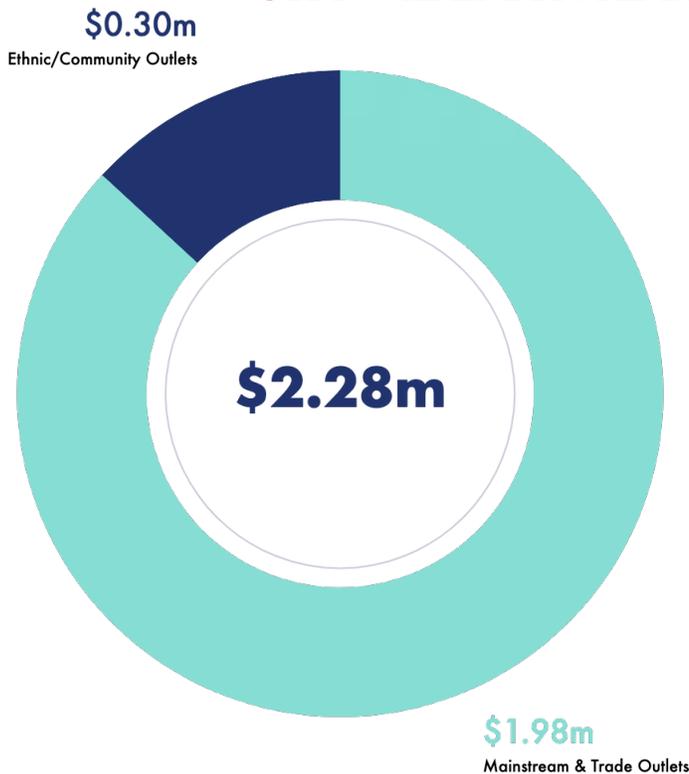
PURCHASES

1. Total purchases: 548
2. Total media purchases: 380
3. Percent of media purchases within all purchases: 69.3%
4. Total ethnic/community media purchases: 180
5. Percent of ethnic/community media purchases within media purchases: 47.4%



City of Chicago Total

CITY EXPENDITURE DATA - 2015 TO 2020



SPENDING

1. Total spending: \$2,762,632.39
2. Total media spending: \$2,276,880.96
3. Percent of media spending within total spending: 82.4%
4. Total ethnic/community media spending: **\$296,978.14**
5. Percent of ethnic/community media spending within media spending: **13%**

PURCHASES

1. Total purchases: 432
2. Total media purchases: 353
3. Percent of media purchases within all purchases: 81.7%
4. Total ethnic/community media purchases: **137**
5. Percent of ethnic/community media purchases within media purchases: **38.8%**



Department of

Aviation

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$692,787.41
Total media spending: \$544,204.33
% of media spending within total spending: 78.6%
Total ethnic/community media spending: \$4,651.33
% of ethnic/community media spending within media spending: 0.9%

Total purchases: 42
Total media purchases: 14
% of media purchases within total purchases: 33.3%
Total ethnic/community media purchases: 2
% of ethnic/community media purchases within media purchases: 14.3%

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$168,592.33
Total media spending: \$109,782.33
% of media spending within total spending: 65.1%
Total ethnic/community media spending: \$25,017.33
% of ethnic/community media spending within media spending: 22.8%

Total purchases: 51
Total media purchases: 33
% of media purchases within total purchases: 64.7%
Total ethnic/community media purchases: 15
% of ethnic/community media purchases within media purchases: 45.5%

Aviation's Deputy Commissioner for Communications Christine Carrino confirmed the numbers are correct. Aviation also provided multiple multimillion-dollar contracts that it and DCASE signed with Choose Chicago for "tourism promotion," but Choose Chicago CEO asserted that it does not place ads locally.

Office of Budget & Management

AGENCY-PROVIDED DATA

In response to an October 2020 request for advertising spending information from OBM, then-Department of Finance/OBM Director of Public Affairs Kristen Cabanban asserted there were no responsive records

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$49,679.89
Total media spending: \$49,679.89
% of media spending within total spending: 100%
Total ethnic/community media spending: \$26,500.40
% of ethnic/community media spending within media spending: 53.3%

Total purchases: 18
Total media purchases: 18
% of media purchases within all purchases: 100%
Total ethnic/community media purchases: 7
% of ethnic/community media purchases within media purchases: 38.9%

Department of Business Affairs & Consumer Protection

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$109,529.65
Total media spending: \$48,415.00
% of media spending within total spending: 44.2%
Total ethnic/community media spending: \$5,250.00
% of ethnic/community media spending within
media spending: 10.8%

Total purchases: 35
Total media purchases: 26
% of media purchases within all purchases: 74.3%
Total ethnic/community media purchases: 7
% of ethnic/community media purchases within
media purchases: 26.9%

After consultation with BACP's Director of Public Information Isaac Reichman, \$205,733.54 worth of legal notices placed in the Chicago Sun-Times was removed from the analysis. This is because this spending is mandated to be in a daily newspaper by city code and is non-discretionary. Otherwise, Reichman confirmed the numbers are accurate.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$131,894.11
Total media spending: \$70,152.36
% of media spending within total spending: 53.2%
Total ethnic/community media spending: \$19,419.96
% of ethnic/community media spending within
media spending: 27.7%

Total purchases: 45
Total media purchases: 29
% of media purchases within all purchases: 64.4%
Total ethnic/community media purchases: 15
% of ethnic/community media purchases within
media purchases: 51.7%

Office of the City Clerk

AGENCY-PROVIDED DATA
2015 TO 2020

Total spending: \$165,996.52
Total media spending: \$165,821.52
Percent of media spending within total spending: 99.9%
Total ethnic/community media spending: \$0
Percent of ethnic/community media spending within media spending: 0%
Total purchases: 6
Total media purchases: 5
Percent of media purchases within total purchases: 83.3%
Total ethnic/community media purchases: 0
Percent of ethnic/community media purchases within media purchases: 0%

CITY EXPENDITURE DATA
2015 TO 2020

Total spending: \$161,400.45
Total media spending: \$161,400.45
% of media spending within total spending: 100%
Total ethnic/community media spending: \$0
% of ethnic/community media spending within media spending: 0%
Total purchases: 6
Total media purchases: 6
% of media purchases within total purchases: 100%
Total ethnic/community media purchases: 0
% of ethnic/community media purchases within media purchases: 0%

An email seeking the Clerk's office's input on this report and analysis was sent to Deputy Chief Legal Counsel Michelle Levar and Chief Communications Officer Treshonna Nolan on May 24. As of December 2021, there has been no response.

Office of the City Treasurer

AGENCY-PROVIDED DATA
JANUARY-NOVEMBER 2020

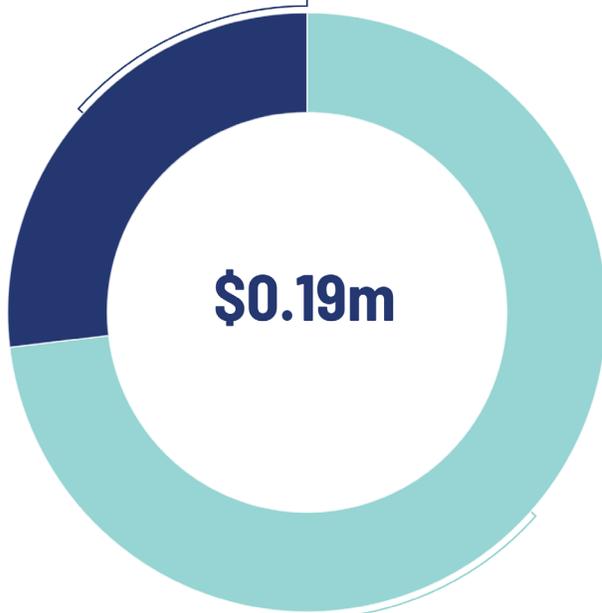
Total spending: \$9,947.76
Total media spending: \$7,715.00
% of media spending within total spending: 77.6%
Total ethnic/community media spending: \$7,715.00
% of ethnic/community media spending within media spending: 100%
Total purchases: 12
Total media purchases: 8
% of media purchases within total purchases: 66.7%
Total ethnic/community media purchases: 8
% of ethnic/community media purchases within media purchases: 100%

Only spending from 2020, through November, was provided by the Treasurer's office. An email seeking the Treasurer's office's input on this report and analysis was sent to Director of Communications & Public Relations Moleska Smith on May 19. As of December 2021, there has been no response.

Department of Cultural Affairs & Special Events

AGENCY-PROVIDED DATA - JANUARY 2015 TO OCTOBER 2020

Ethnic/Community Outlets \$51,064



Mainstream & Trade Outlets \$139,074.

SPENDING

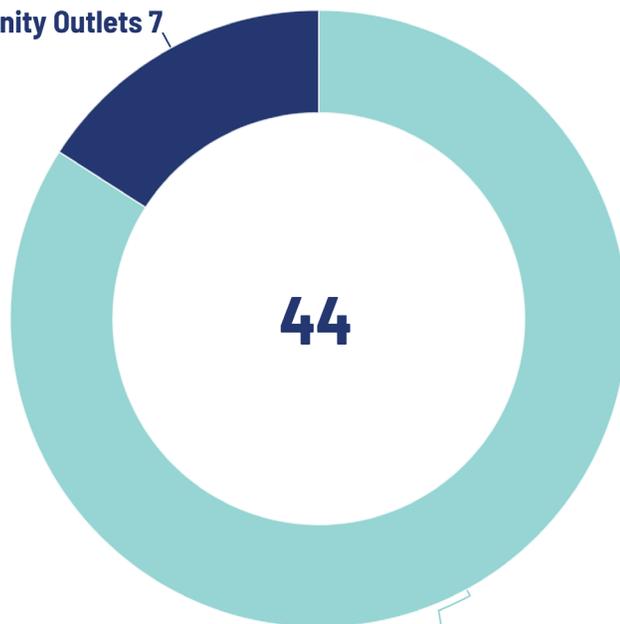
1. Total spending: \$594,626.30
2. Total media spending: \$190,138.48
3. % of media spending within total spending: 32%
4. Total ethnic/community media spending: **\$51,064.00**
5. % of ethnic/community media spending within media spending: **26.9%**

An email seeking DCASE's input on this report and analysis was sent to Chief Marketing Officer Jamey Lundblad on May 19. As of December 2021, there has been no response.

Ethnic/Community Outlets 7

PURCHASES

1. Total purchases: 79
2. Total media purchases: 44
3. % of media purchases within total purchases: 55.7%
4. Total ethnic/community media purchases: **7**
5. % of ethnic/community media purchases within media purchases: **15.9%**

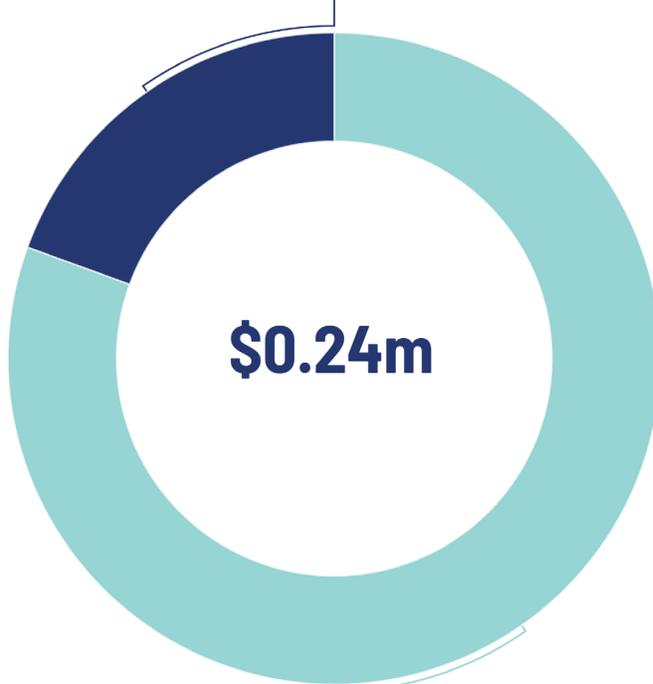


Mainstream & Trade Outlets 37

Department of Cultural Affairs & Special Events

CITY EXPENDITURE DATA - 2015 TO 2020

Ethnic/Community Outlets \$46,110



Mainstream & Trade Outlets \$190,956.

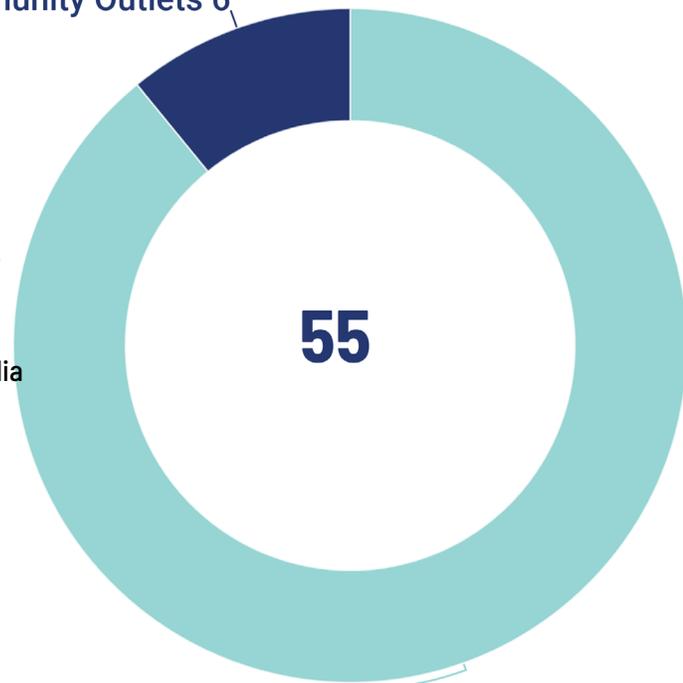
SPENDING

1. Total spending: \$271,988.03
2. Total media spending: \$237,066.09
3. % of media spending within total spending: 87.2%
4. Total ethnic/community media spending: **\$46,110**
5. % of ethnic/community media spending within media spending: **19.5%**

PURCHASES

1. Total purchases: 65
2. Total media purchases: 55
3. % of media purchases within total purchases: 84.6%
4. Total ethnic/community media purchases: **6**
5. % of ethnic/community media purchases within media purchases: **10.9%**

Ethnic/Community Outlets 6

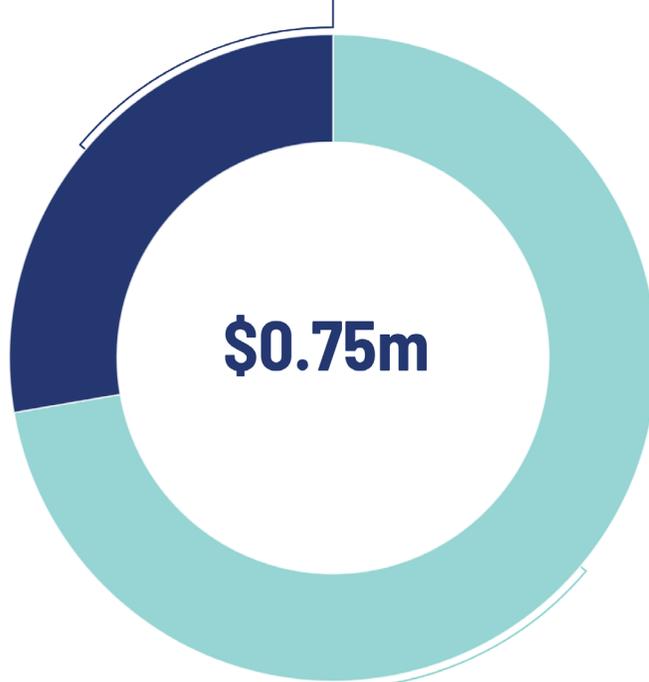


Mainstream & Trade Outlets 49

Board of Elections

AGENCY-PROVIDED DATA - JANUARY 2015 TO OCTOBER 2020

Ethnic/Community Outlets \$205,191



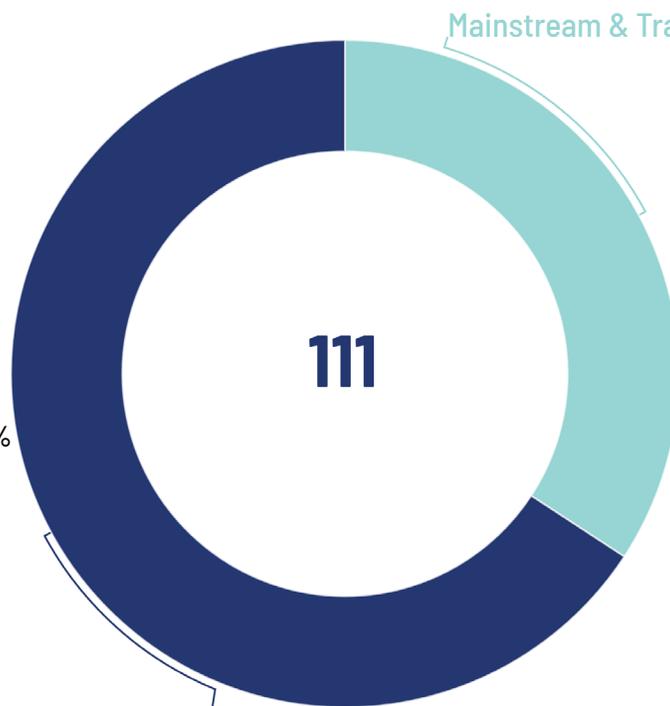
Mainstream & Trade Outlets \$535,474

SPENDING

1. Total spending: \$748,549.92
2. Total media spending: \$740,665.92
3. % of media spending within total spending: 99%
4. Total ethnic/community media spending: **\$205,191.61**
5. % of ethnic/community media spending within media spending: **28%**

PURCHASES

1. Total purchases: 112
2. Total media purchases: 111
3. % of media purchases within total purchases: 99%
4. Total ethnic/community media purchases: **73**
5. % of ethnic/community media purchases within media purchases: **66%**



Mainstream & Trade Outlets 38

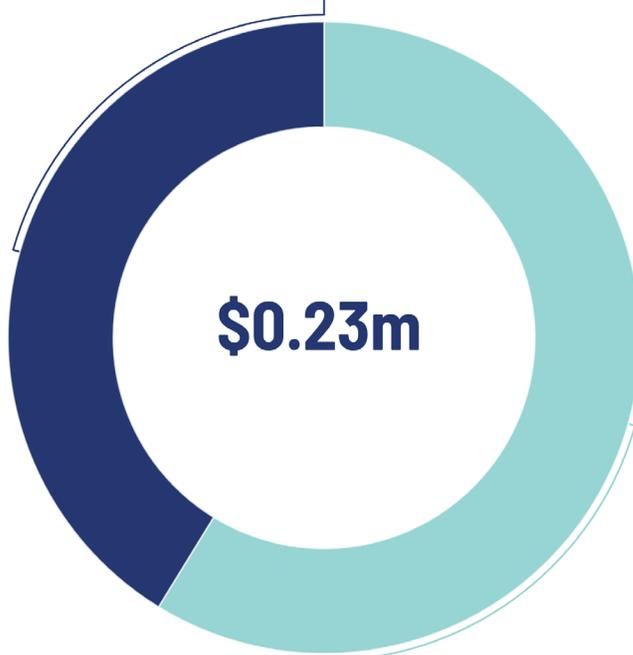
Ethnic/Community Outlets 73

The Board's FOIA Officer Joan Agnew confirmed the numbers are correct.

Board of Elections

CITY EXPENDITURE DATA - 2015 TO 2020

Ethnic/Community Outlets \$93,469



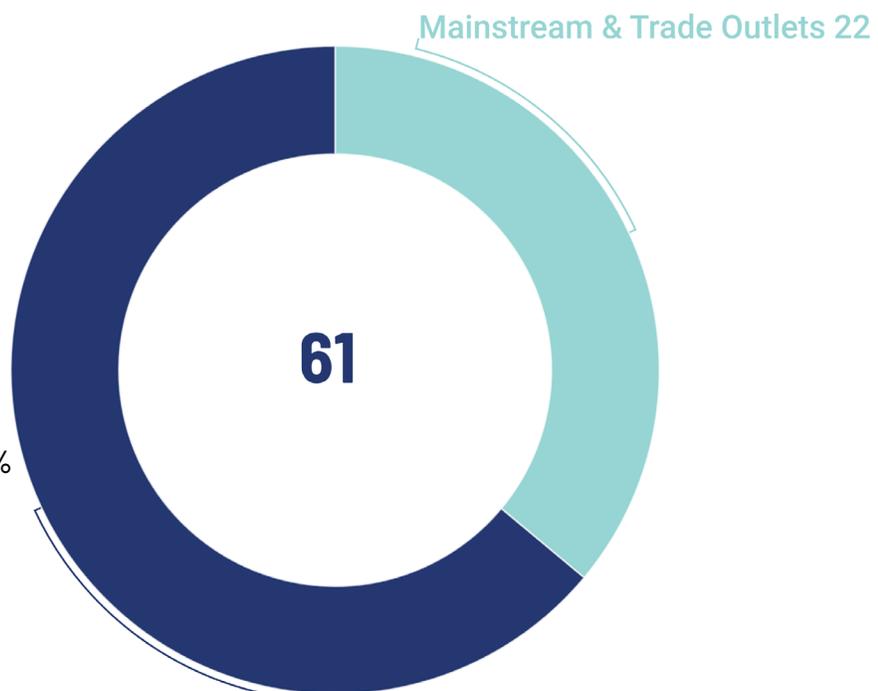
Mainstream & Trade Outlets \$133,236

SPENDING

1. Total spending: \$227,005.31
2. Total media spending: \$226,705.31
3. % of media spending within total spending: 99.9%
4. Total ethnic/community media spending: **\$93,469.61**
5. % of ethnic/community media spending within media spending: **41.2%**

PURCHASES

1. Total purchases: 62
2. Total media purchases: 61
3. % of media purchases within total purchases: 98.4%
4. Total ethnic/community media purchases: **39**
5. % of ethnic/community media purchases within media purchases: **63.9%**



Ethnic/Community Outlets 39

Office of Emergency Management & Communication

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$739,891.00
Total media spending: \$646,341.00
% of media spending within total spending: 87.4%
Total ethnic/community media spending: \$0
% of ethnic/community media spending within
media spending: 0%

Total purchases: 10
Total media purchases: 6
% of media purchases within total purchases: 60%
Total ethnic/community media purchases: 0
% of ethnic/community media purchases within
media purchases: 0%

An email seeking OEMC's input on this report and analysis was sent to the OEMC FOIA email address on May 19.
As of December 2021, there has been no response.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$34,960.00
Total media spending: \$34,960.00
% of media spending within total spending: 100%
Total ethnic/community media spending: \$0
% of ethnic/community media spending within
media spending: 0%

Total purchases: 2
Total media purchases: 2
% of media purchases within total purchases: 100%
Total ethnic/community media purchases: 0
% of ethnic/community media purchases within
media purchases: 0%

Department of Family & Support Services

AGENCY-PROVIDED DATA 2015 TO 2020

FSS asserted in response to the request that it did not have responsive records.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$809,180.18
Total media spending: \$809,110.18
% of media spending within total spending: 99.99%
Total ethnic/community media spending: \$5,832.00
% of ethnic/community media spending within
media spending: 0.7%

Total purchases: 16
Total media purchases: 15
% of media purchases within total purchases: 93.8%
Total ethnic/community media purchases: 3
% of ethnic/community media purchases within
media purchases: 20%

Department of Finance

AGENCY-PROVIDED DATA & CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$41,053.61

Total media spending: \$37,987.61

% of media spending within total spending: 92.5%

Total ethnic/community media spending: \$0

% of ethnic/community media spending within media spending: 0%

Total purchases: 16

Total media purchases: 13

% of media purchases within all purchases: 81.3%

Total ethnic/community media purchases: 0

% of ethnic/community media purchases within media purchases: 0%

Agency-provided & city expenditure data are the same for the Department of Finance. An email seeking DoF's input on this report and analysis was sent to its former Director of Communications Mason Harrison. No response was received.

Department of Housing

AGENCY-PROVIDED DATA 2015 TO 2020

DoH, which was created by spinning off the Department of Planning and Development's Housing Bureau in 2019, still has its requests handled by DPD. The records provided by DPD did not show any purchases on behalf of DoH.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$4269.6

Total media spending: \$4269.6

% of media spending within total spending: 100%

Total ethnic/community media spending: \$0

% of ethnic/community media spending within media spending: 0%

Total purchases: 2

Total media purchases: 2

% of media purchases within total purchases: 100%

Total ethnic/community media purchases: 0

% of ethnic/community media purchases within media purchases: 0%

Department of Human Resources

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$265,690.61

Total media spending: \$198,234.61

Percent of media spending within total spending: 74.6%

Total ethnic/community media spending: **\$34,998.00**

Percent of ethnic/community media spending within media spending: **17.7%**

Total purchases: 23

Total media purchases: 15

Percent of media purchases within total purchases: 65.2%

Total ethnic/community media purchases: 5

Percent of ethnic/community media purchases within media purchases: **33.3%**

An email seeking DHR's input on this report and analysis was sent to the DHR FOIA email address on May 19. As of December 2021, there has been no response.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$16,469.40

Total media spending: \$7,511.40

Percent of media spending within total spending: 45.6%

Total ethnic/community media spending: **\$6,998.00**

Percent of ethnic/community media spending within media spending: **93.2%**

Total purchases: 6

Total media purchases: 4

Percent of media purchases within total purchases: 66.7%

Total ethnic/community media purchases: **1**

Percent of ethnic/community media purchases within media purchases: **25%**

Department of Law

AGENCY-PROVIDED DATA 2015 TO 2020

In response to the request sent to DoL, FOIA Officer Tom Skelton asserted there were no responsive records.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$884,103.42

Total media spending: \$884,103.42

% of media spending within total spending: 100%

Total ethnic/community media spending: **\$1,272.11**

% of ethnic/community media spending within media spending: **0.1%**

Total purchases: 14

Total media purchases: 14

% of media purchases within total purchases: 100%

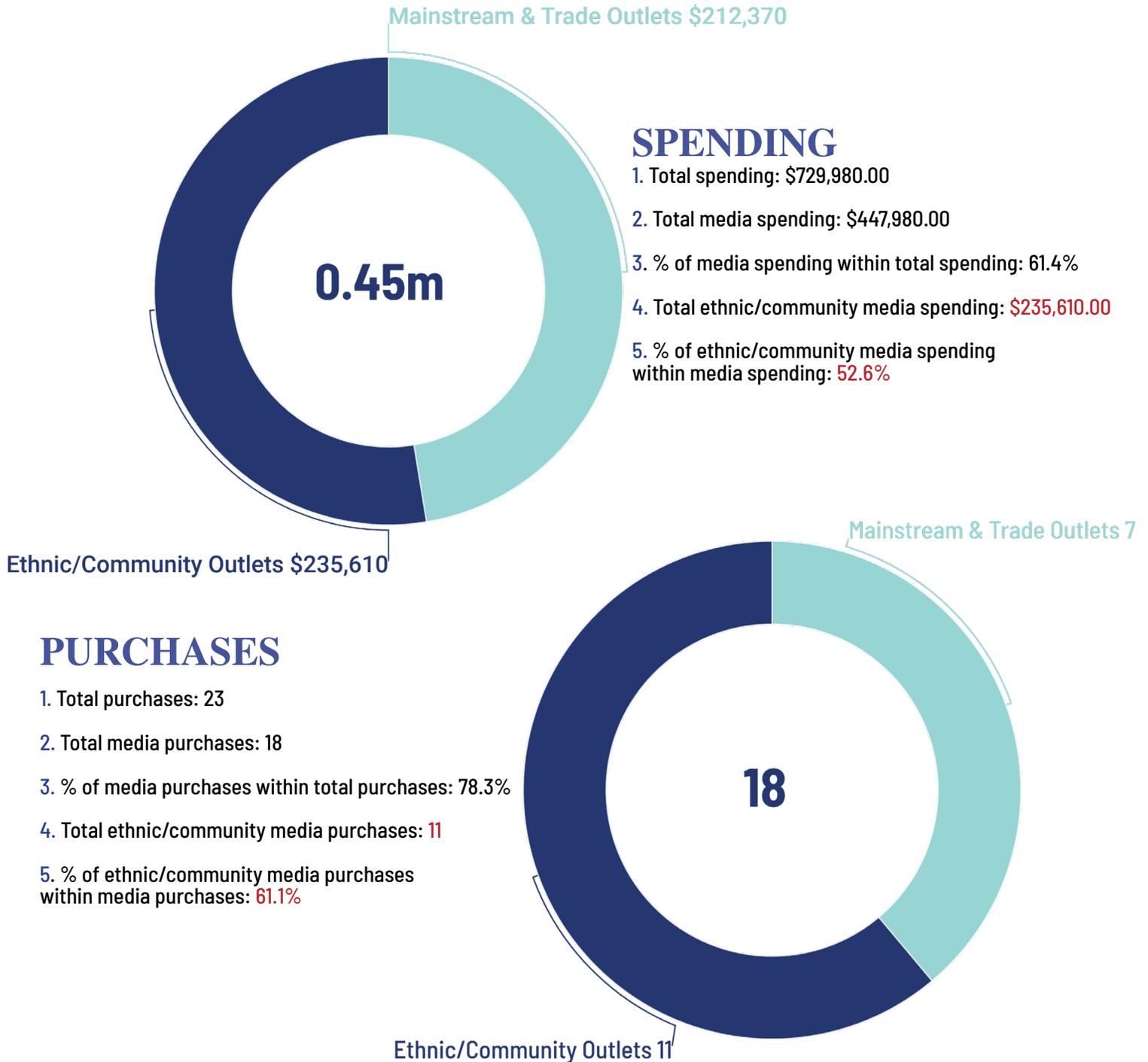
Total ethnic/community media purchases: **2**

% of ethnic/community media purchases within media purchases: **14.3%**

Office of the Mayor

AGENCY-PROVIDED DATA - 2020

Only spending for 2020 was provided. In its response, the Mayor's office said the spending data it provided, which was for the Census campaign, was sourced from the budgets of multiple city departments in addition to the Mayor's office. In response to an email seeking the Mayor's office's input, FOIA officer Tom Skelton expressed that the numbers were accurate, but noted that the percentages of ethnic/community purchases and spending would increase if Univision were counted as an ethnic/community media outlet.



CITY EXPENDITURE DATA - 2020: The Mayor's office did not appear in the city expenditure data.

Mayor's Office for People with Disabilities

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$15,955.50

Total media spending: \$10,010.50

% of media spending within total spending: 62.7%

Total ethnic/community media spending: \$3,656.25

% of ethnic/community media spending within media spending: 36.5%

Total purchases: 23

Total media purchases: 18

% of media purchases within total purchases: 78.3%

Total ethnic/community media purchases: 9

% of ethnic/community media purchases within media purchases: 50%

An email seeking MOPD's input on this report and analysis was sent to Assistant Commissioner Christina McGleam on May 19. As of December 2021, there has been no response.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$5,033.75

Total media spending: \$4,988.75

% of media spending within total spending: 99.1%

Total ethnic/community media spending: \$2,738.75

% of ethnic/community media spending within media spending: 54.9%

Total purchases: 11

Total media purchases: 10

% of media purchases within total purchases: 90.9%

Total ethnic/community media purchases: 6

% of ethnic/community media purchases within media purchases: 60%

Department of Planning & Development

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$282,305.20
Total media spending: \$275,097.20
% of media spending within total spending: 97.4%
Total ethnic/community media spending: \$500
% of ethnic/community media spending within
media spending: 0.2%

Total purchases: 12
Total media purchases: 8
% of media purchases within total purchases: 66.7%
Total ethnic/community media purchases: 1
% of ethnic/community media purchases within
media purchases: 12.5%

In response to an email seeking DPD's input on this report and analysis, Deputy Commissioner Peter Strazzabosco inquired whether this report classifies legal notices as advertising. I responded in the affirmative. He did not respond further. Because he did not assert that any of the spending was mandated by law to be in a major publication, all spending is assumed to be discretionary as to where an ad is placed and all data provided by DPD remains in this analysis.

CITY EXPENDITURE DATA 2015 TO 2020

Total spending: \$194,958.04
Total media spending: \$194,958.04
% of media spending within total spending: 100%
Total ethnic/community media spending: \$0
% of ethnic/community media spending within
media spending: 0%

Total purchases: 8
Total media purchases: 8
% of media purchases within total purchases: 100%
Total ethnic/community media purchases: 0
% of ethnic/community media purchases within
media purchases: 0%

Police Board

AGENCY-PROVIDED DATA 2015 TO 2020

Total spending: \$5,417.00

Total media spending: \$2,917.00

% of media spending within total spending: 53.8%

Total ethnic/community media spending: \$0

% of ethnic/community media spending within media spending: 0%

In response to an email seeking CPB's input on this report and analysis, Executive Director Max Caproni said he did not have "any questions or comments."

Total purchases: 8

Total media purchases: 5

% of media purchases within total purchases: 62.5%

Total ethnic/community media purchases: 0

% of ethnic/community media purchases within media purchases: 0%

CITY EXPENDITURE DATA - 2015 TO 2020: CPB did not appear in the city expenditure data.

Police Department

AGENCY-PROVIDED DATA

JANUARY 2015 TO OCTOBER 2020

Total spending: \$6,312.22

Total media spending: \$6,112.22

% of media spending within total spending: 96.8%

Total ethnic/community media spending: \$912.40

% of ethnic/community media spending within media spending: 14.9%

Total purchases: 16

Total media purchases: 15

% of media purchases within total purchases: 93.8%

Total ethnic/community media purchases: 5

% of ethnic/community media purchases within media purchases: 33.3%

CITY EXPENDITURE DATA

JANUARY 2015 TO DECEMBER 2020

Total spending: \$10,844.80

Total media spending: \$10,644.80

Percent of media spending within total spending: 98.2%

Total ethnic/community media spending: \$5,912.40

% of ethnic/community media spending within media spending: 55.5%

Total purchases: 15

Total media purchases: 14

Percent of media purchases within total purchases: 93.3%

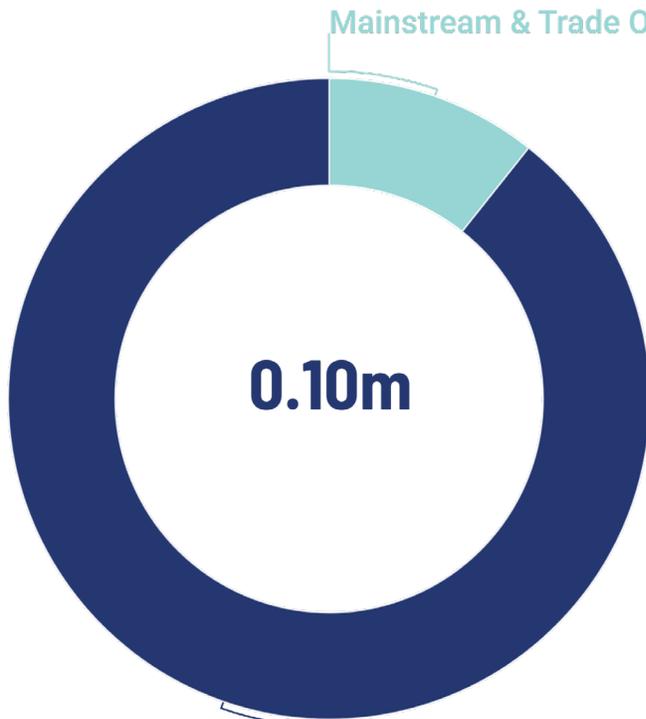
Total ethnic/community media purchases: 5

% of ethnic/community media purchases within media purchases: 35.7%

An email seeking CPD's input on this report and analysis was sent to Deputy Director for News Affairs and Communications Thomas Ahern on May 19. As of December 2021, there has been no response.

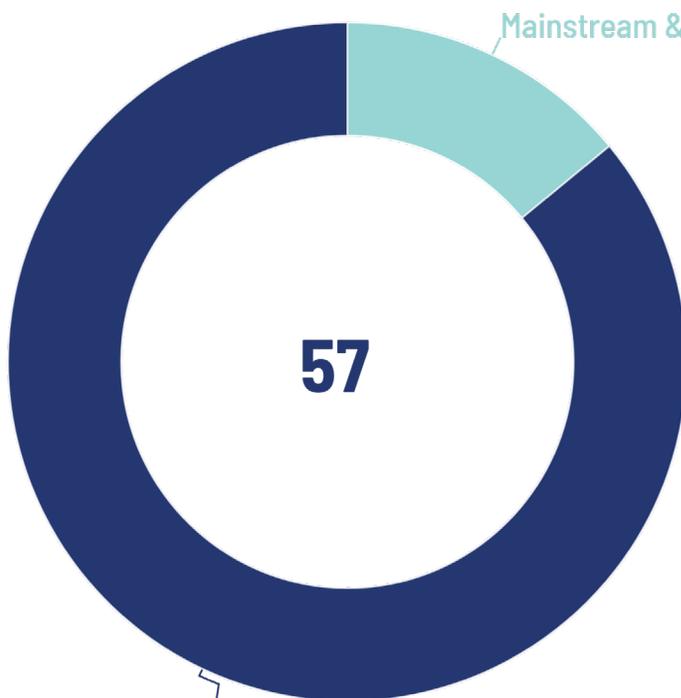
Department of Procurement Services

AGENCY-PROVIDED DATA - JANUARY 2015 TO DECEMBER 2020



SPENDING

1. Total spending: \$106,021.82
2. Total media spending: \$105,342.82
3. % of media spending within total spending: 99.36%
4. Total ethnic/community media spending: **\$94,091.82**
5. % of ethnic/community media spending within media spending: **89.32%**



PURCHASES

1. Total purchases: 59
2. Total media purchases: 57
3. % of media purchases within all purchases: 96.61%
4. Total ethnic/community media purchases: **49**
5. % of ethnic/community media purchases within media purchases: **85.96%**

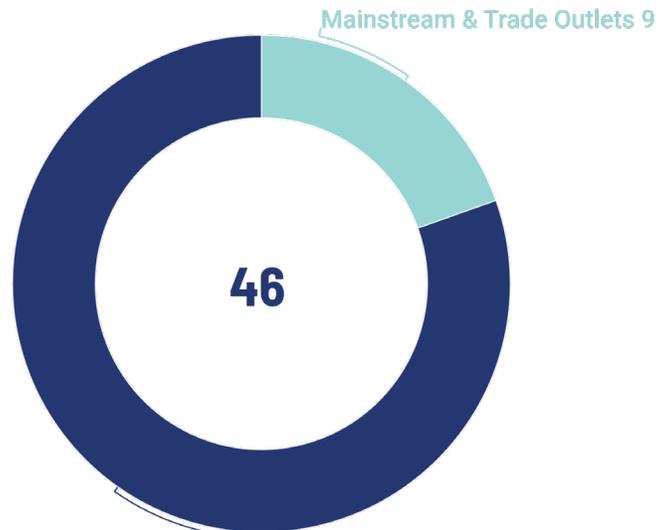
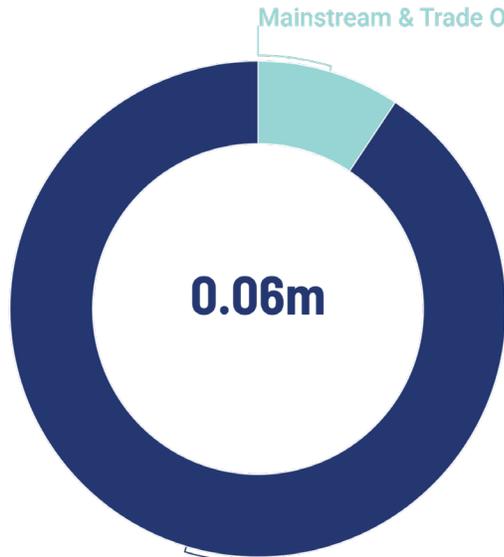
CITY EXPENDITURE DATA - JANUARY 2015 TO DECEMBER 2020

SPENDING

1. Total spending: \$70,859.19
2. Total media spending: \$65,434.19
3. % of media spending within total spending: 92.3%
4. Total ethnic/community media spending: **\$59,329.69**
5. % of ethnic/community media spending within media spending: **90.7%**

PURCHASES

1. Total purchases: 51
2. Total media purchases: 46
3. % of media purchases within all purchases: 90.2%
4. Total ethnic/community media purchases: **37**
5. % of ethnic/community media purchases within media purchases: **80.4%**



Ethnic/Community Outlets \$59,329

Ethnic/Community Outlets 37

After consultation with DPS's Director of Public Affairs Cathy Kwiatkowski, \$113,925.20 worth of legal notices placed in the Chicago Sun-Times was removed from the analysis. This is because this spending is mandated to be in a daily newspaper by city code and is non-discretionary. Otherwise, Kwiatkowski confirmed the numbers are accurate, and provided the following statement:

As the contracting, certification and compliance authority for the City of Chicago, DPS maintains the highest commitment to diversity, transparency & innovation while continuously expanding the resources and programs that empower citizens to become involved in the contracting opportunities.

We conduct extensive outreach to our diverse vendor community, and communicate information about training and resources via multiple channels to reach this audience. This includes utilizing our online digital and social platforms, engaging with elected officials, partner organizations and other stakeholders, and to a limited extent, paid advertising. In response to your analysis, I would like to highlight, that where not required by law, DPS elected to spend 100% of its limited advertising budget with Community and ethnic/community publications.

In addition, \$8,851 of this spend was with HOY. In your analysis, you have categorized the spend with HOY as a majority paper. To clarify, the advertisements were placed in this bilingual publication in a concerted effort to reach the Latino population.

As noted above, Hoy, despite serving an ethnic/community minority population before it was closed in 2019, was owned by Tribune Publishing for the entirety of its run, and is classified as a major publication for the purposes of this report.

Department of Public Health

AGENCY-PROVIDED DATA JANUARY 2015-DECEMBER 2020

Total spending: \$572,808.04

Total media spending: \$57,576.60

% of media spending within total spending: 10.1%

Total ethnic/community media spending: \$18,492.00

% of ethnic/community media spending within media spending: **32.1%**

Total purchases: 67

Total media purchases: 15

% of media purchases within total purchases: 22.4%

Total ethnic/community media purchases: 4

% of ethnic/community media purchases within media purchases: **26.7%**

CITY EXPENDITURE DATA JANUARY 2015-DECEMBER 2020

Total spending: \$547,127.94

Total media spending: \$236,301.80

% of media spending within total spending: 43.2%

Total ethnic/community media spending: \$5,000

% of ethnic/community media spending within media spending: **2.1%**

Total purchases: 39

Total media purchases: 23

% of media purchases within total purchases: 59%

Total ethnic/community media purchases: 1

% of ethnic/community media purchases within media purchases: **4.3%**

In response to an email seeking DPH's input on this report and analysis, Director of Public Affairs Andy Buchanan noted: "We've spent hundreds of thousands of dollars in the last several months with minority media to communicate about COVID and the vaccine; earlier this year we had a whole urban radio take-over that specifically targeted Black and Latinx media."

On June 1, Buchanan emailed again to note that CDPH reported spending \$15,000 on the V103 Summer Block party in 2015, \$10,000 to Chicago Defender Charities in 2016, and \$17,000 total to Free Spirit Media. V103 is owned by iHeartMedia and is categorized as a major outlet.

The data we reviewed only show \$1,700 to Chicago Defender Charities in 2016, which is noted. The Free Spirit Media spending is noted. (However, it potentially shouldn't be; the city expenditure data shows the FSM spending was on video editing services, not advertising.)

It is possible, and likely, this went through a third-party vendor/consultant.

Department of Streets & Sanitation

AGENCY-PROVIDED DATA JANUARY 2015-DECEMBER 2020

Total spending: \$219,947.02

Total media spending: \$219,268.02

% of media spending within total spending: 99.7%

Total ethnic/community media spending: **\$94,091.82**

% of ethnic/community media spending within media spending: **42.9%**

Total purchases: 65

Total media purchases: 63

% of media purchases within total purchases: 96.9%

Total ethnic/community media purchases: **49**

% of ethnic/community media purchases within media purchases: **77.8%**

An email seeking DSS's input on this report and analysis was sent to Director of Public Affairs Cristina Villarreal on May 19. As of December 2021, there has been no response. DSS did not appear in the city expenditure data.

Department of Transportation

AGENCY-PROVIDED DATA

CDOT asserted it had no responsive records in response to the request.

CITY EXPENDITURE DATA JANUARY 2015 - DECEMBER 2020

Total spending: \$11,780.40

Total media spending: \$10,792.80

% of media spending within total spending: 91.6%

Total ethnic/community media spending: **\$0**

% of ethnic/community media spending within media spending: **0%**

Total purchases: 14

Total media purchases: 10

% of media purchases within total purchases: 71.4%

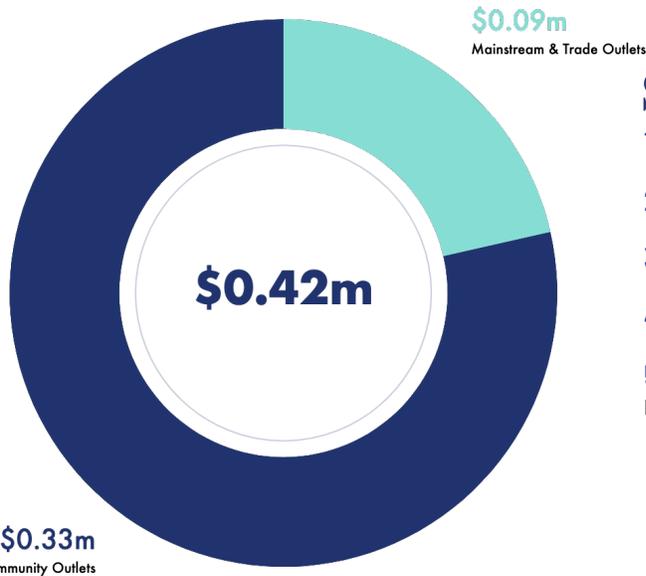
Total ethnic/community media purchases: **0**

% of ethnic/community media purchases within media purchases: **0%**

CHICAGO SISTER AGENCIES: Chicago Park District

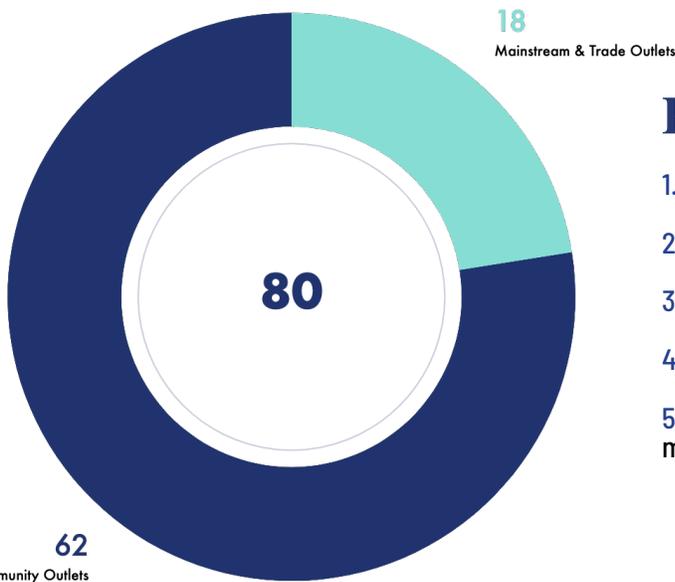
CITY EXPENDITURE DATA - JANUARY 2015 TO OCTOBER 2020

An email seeking CPD's input on this report and analysis was sent to Director of Communications Michele Lemons and CPD's FOIA email address on May 21. As of May 31, there has been no response.



SPENDING

1. Total spending: \$443,069.80
2. Total media spending: \$425,485.08
3. % of media spending within total spending: 96%
4. Total ethnic/community media spending: **\$329,704.08**
5. % of ethnic/community media spending within media spending: **77.5%**



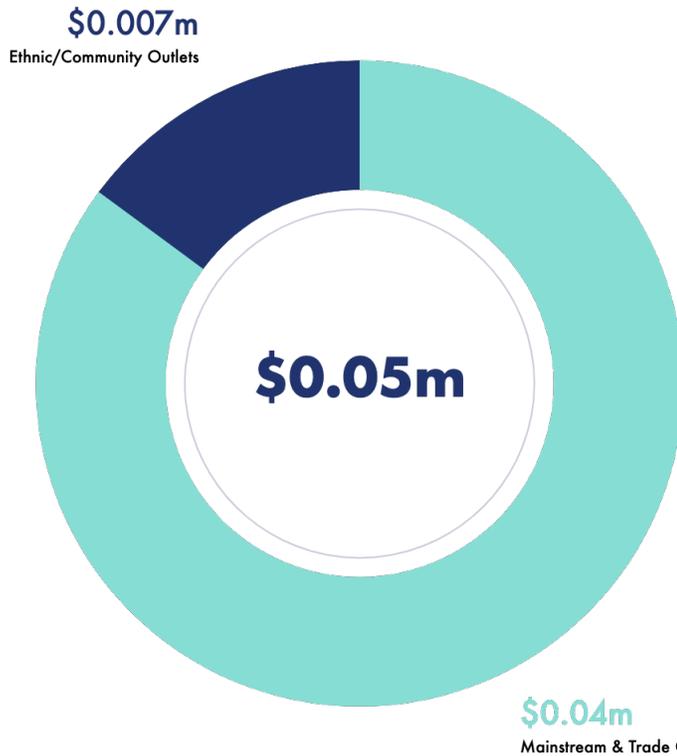
PURCHASES

1. Total purchases: 89
2. Total media purchases: 80
3. % of media purchases within total purchases: 89.9%
4. Total ethnic/community media purchases: **62**
5. % of ethnic/community media purchases within media purchases: **77.5%**

Chicago Public Library

AGENCY-PROVIDED DATA - 2015 TO 2020

An email seeking CPD's input on this report and analysis was sent to Director of Government and Public Affairs Patrick Molloy and FOIA Officer Olivia Kuncio on May 21. As of December 2021, there has been no response.

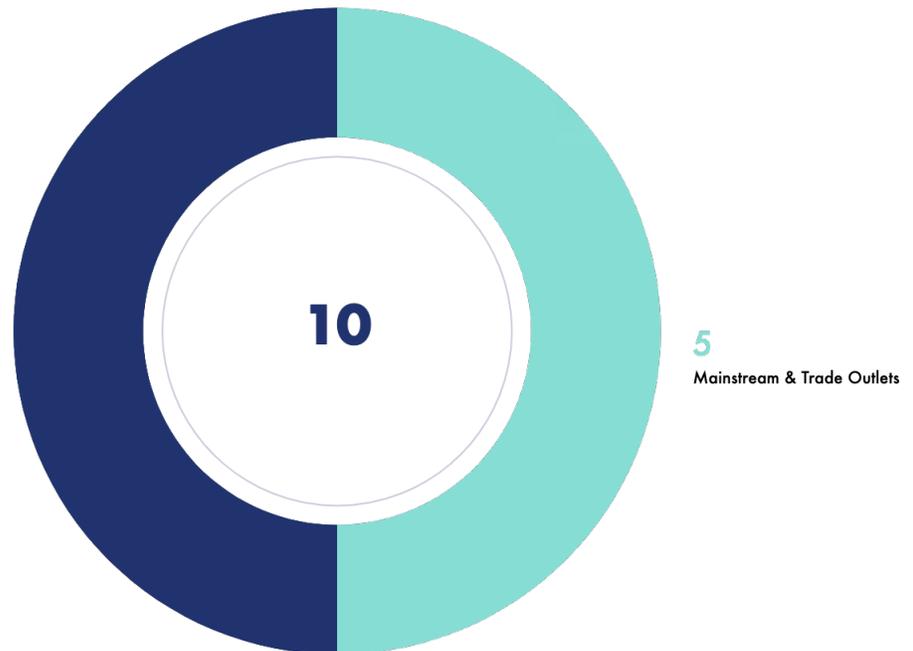


SPENDING

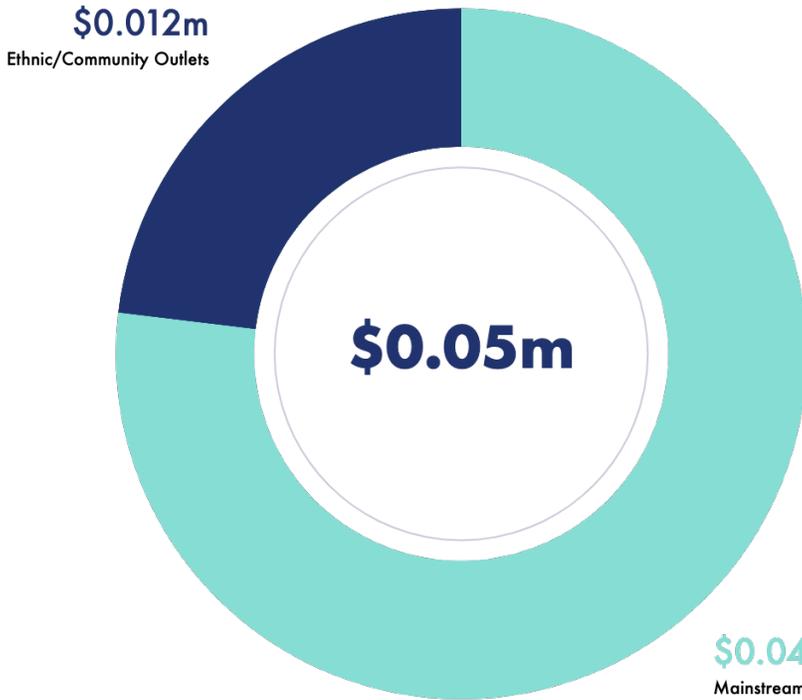
1. Total spending: \$175,004.18
2. Total media spending: \$44,312.88
3. % of media spending within total spending: 25.3%
4. Total ethnic/community media spending: **\$6,693.00**
5. % of ethnic/community media spending within media spending: **15.1%**

PURCHASES

1. Total purchases: 27
2. Total media purchases: 10
3. % of media purchases within total purchases: 37%
4. Total ethnic/community media purchases: **5**
5. % of ethnic/community media purchases within media purchases: **50%**



CITY EXPENDITURE DATA - 2015 TO 2020

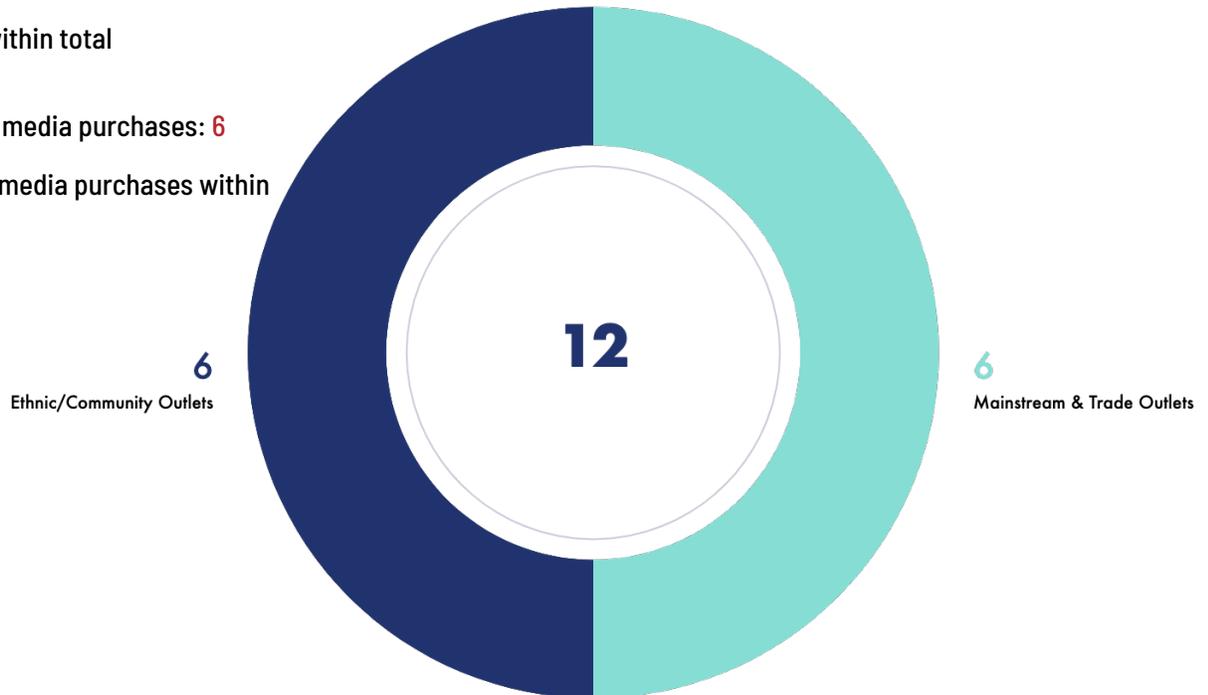


SPENDING

1. Total spending: \$198,277.93
2. Total media spending: \$51,724.29
3. % of media spending within total spending: 26.1%
4. Total ethnic/community media spending: \$12,208.00
5. % of ethnic/community media spending within media spending: 23.6%

PURCHASES

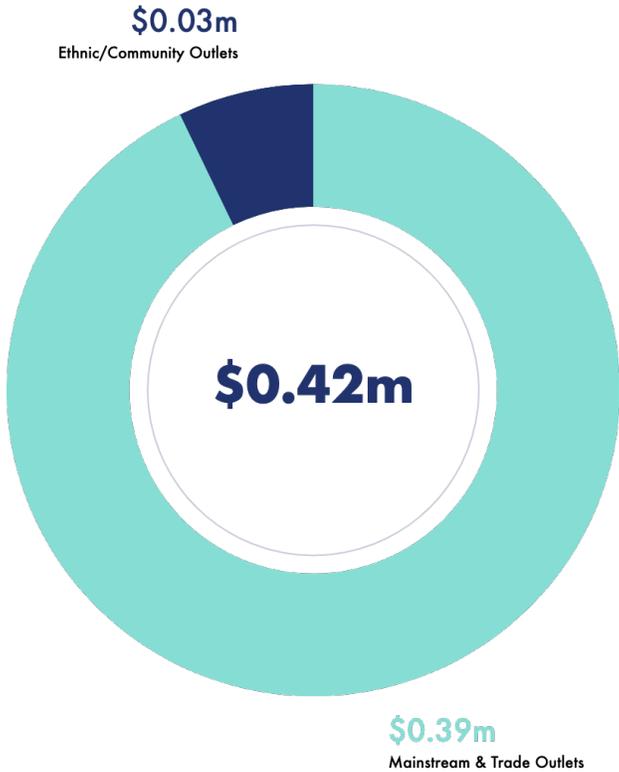
1. Total purchases: 26
2. Total media purchases: 12
3. % of media purchases within total purchases: 46.2%
4. Total ethnic/community media purchases: 6
5. % of ethnic/community media purchases within media purchases: 50%



Chicago Public Schools

CITY EXPENDITURE DATA - 2015 TO 2020

An email seeking CPS's input on this report and analysis was sent June 1, 2021 and is still pending.



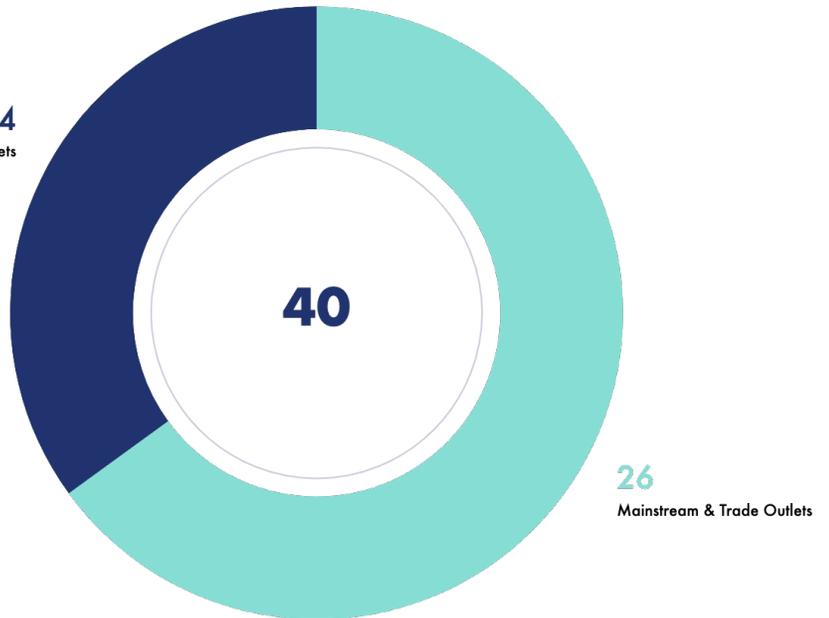
SPENDING

1. Total spending: \$782,644.14
2. Total media spending: \$414,568.94
3. % of media spending within total spending: 53.0%
4. Total ethnic/community media spending: \$28,966.85
5. % of ethnic/community media spending within media spending: 7.0%

PURCHASES

1. Total purchases: 74
2. Total media purchases: 40
3. % of media purchases within all purchases: 54.1%
4. Total ethnic/community media purchases: 14
5. % of ethnic/community media purchases within media purchases: 35.0%

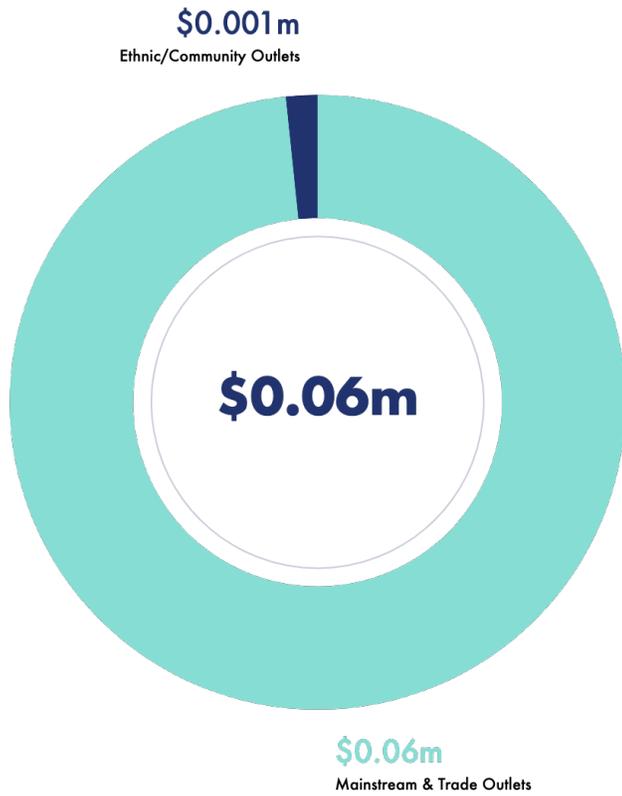
14
Ethnic/Community Outlets



Metropolitan Pier & Exposition Authority

CITY EXPENDITURE DATA - JANUARY 2015 TO OCTOBER 2020

Because McPier has refused to comply with court rulings directing it to release information about Navy Pier Inc. spending, and declined to provide it willingly, those numbers have not been included. An email seeking McPier's input on this report and analysis was sent to FOIA Officer Jeanette Swan and the MPEA media email address on May 21. As of December 2021, there has been no response.

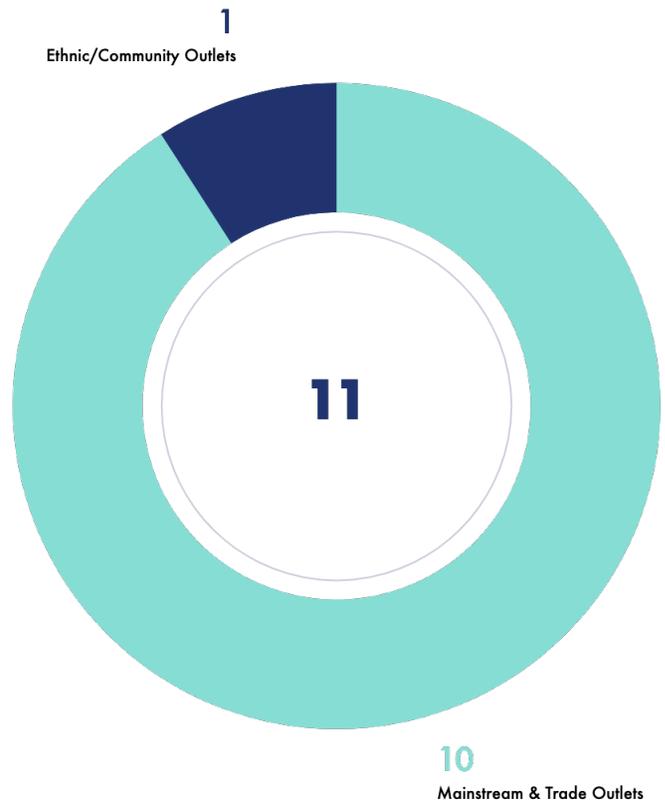


SPENDING

1. Total spending: \$63,964.80
2. Total media spending: \$56,964.80
3. % of media spending within total spending: 89.1%
4. Total ethnic/community media spending: **\$1,491.80**
5. % of ethnic/community media spending within media spending: **2.6%**

PURCHASES

1. Total purchases: 12
2. Total media purchases: 11
3. % of media purchases within total purchases: 91.7%
4. Total ethnic/community media purchases: **1**
5. % of ethnic/community media purchases within media purchases: **9.1%**

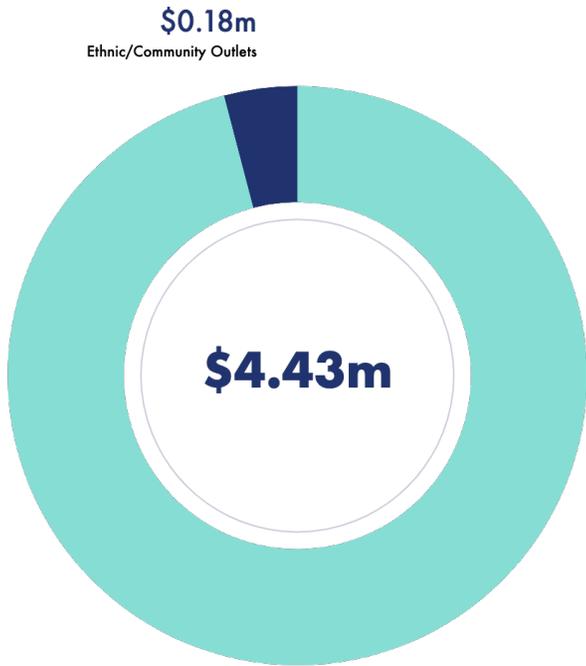


City Colleges of Chicago

CITY EXPENDITURE DATA - 2015 TO 2020

CCC Director of Media Relations Veronica Resa provided the following statement:

“City Colleges of Chicago invests its marketing dollars to reach the predominantly Black and Latinx communities that make up 75 percent of our student population—this is accomplished across a variety of devices, platforms, and mediums that maximize the use of our historically limited advertising dollars and meet potential students where they spend their time. This year, to strengthen our strategy, we have started to work with a minority-owned firm to better inform our marketing decisions. City Colleges disagrees with the very narrow definition of community and ethnic press used in this report — a definition which does not include outlets like Univision, Telemundo, or WGCI, to name a few — which have a substantial reach among our prospective student population. Coinciding with our target market goals, we will continue to support minority owned publications as much as is possible.”



SPENDING

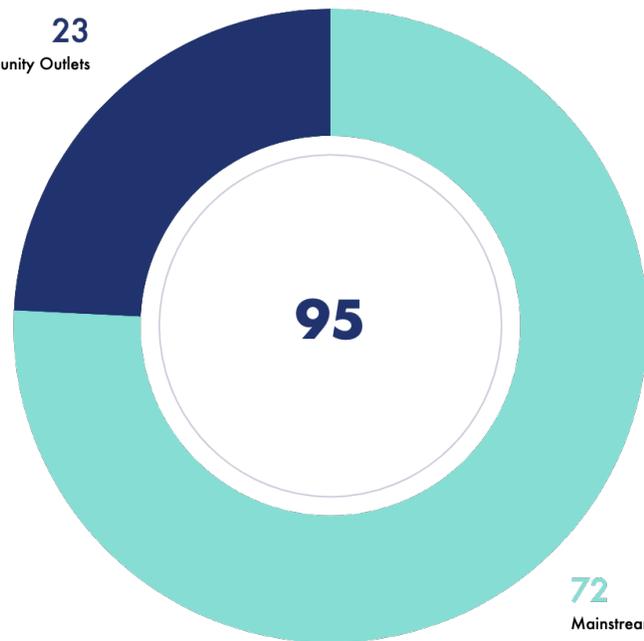
1. Total spending: \$8,341,557.12
2. Total media spending: \$4,423,747.11
3. % of media spending within total spending: 53%
4. Total ethnic media spending: **\$177,965.24**
5. % of ethnic media spending within media spending: **4%**

\$4.25m
Mainstream & Trade Outlets

23
Ethnic/Community Outlets

PURCHASES

1. Total purchases: 129
2. Total media purchases: 95
3. % of media purchases within total purchases: 73.6%
4. Total ethnic media purchases: **23**
5. % of ethnic media purchases within media purchases: **24.2%**



AGENCIES NOT REPORTED

No advertising spending reported in response to agency-specific FOIA/media requests or in city expenditure data:

City of Chicago agencies:

1. 311 City Services
2. Department of Administrative Hearings
3. Animal Care and Control
4. Department of Assets, Information & Services
5. Department of Buildings
6. Civilian Office of Police Accountability
7. Board of Ethics
8. Fire Department
9. Commission on Human Relations
10. Office of the Inspector General
11. License Appeal Commission
12. Department of Water Management

Not-for-profits run by mayoral appointees:

1. Choose Chicago former CEO David Whitaker asserted that it does not place any ads in local media whatsoever. The Chicago Reader attended the 2021 Choose Chicago convention; extensive discussions included the public relations and marketing the agency was doing within the City of Chicago.
2. World Business Chicago Director of Marketing & Communications Andrew Hayes asserted that it does not conduct any advertising

Public bodies run by mayoral appointees:

1. Public Building Commission

Never responded to FOIA requests:

1. Chicago Transit Authority