

A Citizens Union Briefing Paper

TAX DOLLARS AT “WORK” CITY COUNCIL SPENDING ON ADVERTISEMENTS



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1

EXECUTIVE SUMMARY

Incumbent elected officials enjoy many advantages of their office that help bolster their standing with the constituents they serve and the voters whose support they seek. More often than not, these advantages translate into success at the polls when they run for re-election. According to the New York City Campaign Finance Board, in the last municipal election cycle in New York City in 2005, only one incumbent out of forty-four who ran for re-election to a city office failed to be re-elected.¹

There are many reasons why incumbents are much more successful on Election Day than are their challengers - better name recognition, a record of accomplishment that voters like and support, increased ability to fundraise, and more support from their colleagues in the political arena. But the powers and resources of elected office often bestow many tangible benefits on the incumbent, including the ability to contact constituents at taxpayer expense through district newsletters, public service based mailings, and paid advertisements which appear in local media and event journals. **Beyond communication to voters, these ads raise the profiles of the office holders and allow them to direct funds to local organizations, media outlets and community projects, without oversight – an incumbency protection tool that can often translate into local voter support and valuable media converge come election time.**

Citizens Union has undertaken this study because as a 110 year old civic organization and watchdog for the public interest, it wants to ensure that tax dollars are spent appropriately. It is also interested in ensuring that elections are as competitive as possible and that elected officials do not bring an unfair advantage to their campaigns.

FINDINGS

After an informal review of local media and event journals showed that a significant number of council member advertisements were simply congratulatory in nature, Citizens Union conducted a more thorough analysis of the way in which taxpayer dollars finance paid advertisements on behalf of members of the City Council. Based upon this research using information and documents provided by the New York City Council, Citizens Union found the following:

1. During the four-year period from July 2002 to June 2006 (Fiscal Years 2003 to 2006), members of the City Council in office during that time spent \$782,491 on such advertisements. During a longer five and a half year period from July 2001 to December 2006 spending by the various sixty-three members in office during that period totaled \$927,507.
2. Council members spent city funds of \$3,685 on average each year on advertisements during the four year period of Fiscal Years 2003 to 2006. The highest spending council member in office during that entire four year span (Michael Nelson, District 48, Brooklyn) spent an average of \$20,525 per year and the lowest spending council members during that entire four year span (Tracy Boyland, District 41,

¹ New York City Campaign Finance Board, *Public Dollars for the Public Good: A Report on the 2005 Elections*, 2006

Brooklyn; Helen Foster, District 16, Bronx; and John Liu, District 20, Queens) spent zero, according to the information provided by the New York Council to Citizens Union.

3. The top ten highest spending council members accounted for fifty-five percent of the total publicly reported council spending on advertisements between FY 2003 and FY 2006.
4. The nature of these ads is varied; some of them clearly provide the public with important information about city services or public meetings and hearings, but the great majority of them is congratulatory and self-promotional, and arguably do not provide an important public benefit or serve the public interest other than to raise the profile of the council member.
5. The three most popular times to advertise are in June, September, and December, coinciding with ethnic parades, neighborhood events, and graduations in the spring; the Labor Day, Jewish holidays, and return to school in the fall; and the December holiday season at the end of the year. The fact that this pattern is repeated consistently over each of the years analyzed speaks to the ads being more celebratory and congratulatory than public service oriented.
6. In spite of a City Charter ban on advertisements during the year of an election (with vague exceptions), it appears that some council members still took out such ads in possible violation of the law. In the period before the 2003 city elections, from January 2003 through the end of October 2003, council members spent \$177,474 on advertisements using taxpayer dollars; in the period before the 2005 city elections, from January 2005 through the end of October in 2005 when 48 out of the 51 council members were either running for re-election or pursuing higher office, they spent \$164,106 during the period. There appears to be no oversight of these ads to ensure compliance with the City Charter.

RECOMMENDATIONS

To address the troubling issues raised by Citizens Union's review and analysis, Citizens Union calls upon Members of the City Council to:

1. More fully and specifically **disclose to their constituents the nature of the advertisements they published using taxpayer dollars** so that they can better know the purpose of these ads. Such disclosure will also aid in showing whether any of these council members inappropriately, and quite possibly unwittingly, used government resources to finance promotional ads during the election years of 2003 and 2005 in possible violation of the City Charter.
2. Enact new City Council **policy guidelines that would bring governance of these ads into compliance with the City Charter and ban the use of taxpayer dollars to pay for advertisements that provide no useful or clear public service information**, but rather simply extend holiday and special occasion greetings or salutatory congratulations on behalf of the council member.
3. Ensure council members and other New York City elected officials **adhere to the City Charter provisions regarding election year advertisements and do not inappropriately place such ads during the 2009 election year**. This is particularly important given the number of council members who will be running for higher office in 2009 and are looking to raise their profiles among their constituents.

2

INTRODUCTION and RESEARCH METHODOLOGY

This briefing paper looks specifically at the amount of money, allocated from city council funds, members of the city council have spent on advertising from FY 2002 until January of 2007, as well as council practices and policy related to these advertisements. To obtain this information, Citizens Union filed a Freedom of Information Law request with the General Counsel of the New York City Council, held conversations with currently serving members of the City Council, and reviewed the New York City Charter and laws related to the subject matter.

Because the Fiscal Year calendar begins in July and ends in June of the following year, the most complete conclusions come from the analysis of the four year period of FY 2003 through FY 2006.

Freedom of Information Request

In July of 2006, Citizens Union filed a Freedom of Information Law request with the General Counsel's office of the City Council to obtain records related to payments made by the council for "any print, radio and/or television media outlets for advertisement fees" on behalf of council members, "includ[ing], but not limited to, expenses related to the procurement and expense of paid advertisements in various media outlets and event journals... from January 1, 2002 until the present." January 1, 2002 represented the date when term limits took effect in the City and thirty-seven new members joined the City Council.

The counsel's office responded promptly to the initial request with relevant information for all of the council members serving at the time of the request for fiscal years 2002-2007 and who were still in office. In January of 2007, a second request was submitted for the additional council members who served during that time frame, but who are no longer in the council. This request was not filled in its entirety until August of 2007.

In total, the ad spending of the sixty-three different people who served in the Council during that period of time was compiled and analyzed. Upon further request, the Council later provided volumes of copies of ads that appeared during the election year of 2005 so that an analysis of the ads themselves could be conducted.

The analysis in this report does not include two recently elected council members, Vincent Ignizio of Staten Island and Mathieu Eugene of Brooklyn who began serving in 2007 after winning special elections. Ignizio and Eugene replaced Andrew Lanza and Yvette Clarke, respectively, who are included in this analysis².

The period and interval of time investigated in this research also deserves a detailed explanation. The City Council spending data is organized by fiscal year (FY) which starts in July of the previous year and extends to June. (For example, FY 2005 started in the beginning of July of 2004 and ended at the conclusion of June of 2005.)

² As of January 2007, Andrew Lanza is serving in the New York State Senate and Yvette Clarke is serving in the United States Congress.

Data from FY 2002 and FY 2007 are the least complete years in this analysis and least accurately reflect spending behavior of the City Council during those years because they include Council members who served only six months. The majority of the members examined in this report started their terms in January of 2002 and therefore spent little in the first half of FY 2002, which began in July of 2001. FY 2007, which began in July of 2006, ended in of June of 2007 after the majority of data had been collected. Hence, data from January through June of 2007 is not included at all in this report.

Due to these variances, FY 2002 and FY 2007 present not a complete picture though the information still adds some value. However, for the purpose of a balanced comparison, this report focuses on the period from FY 2003 to FY 2006. We have included data and analysis for the entire span from FY 2002 to FY 2007, alongside the more representative and complete data for FY 2003 to FY 2006, when we feel this provides relevant information.

It must also be noted that the data in this report does not differentiate between the different types of advertisements. Based on how the records are kept, and the information provided to us, there is no reliable way to make these systematic distinctions for the great majority of expense listings between ads that provide a public service message and those that simply express congratulations. The data that Citizens Union received provided: “Tr [ansaction] Date;” “Vendor Name;” “Item Description;” and “Amount.” While some entries did include a descriptive heading, such as “Full Page Ad,” “Holiday Greeting,” or “New Years Greeting,” under the heading “Item Description,” such entries are the exception and not the standard. (See Appendix 1 for a sample data sheet provided by the Counsel’s office.) However, Citizens Union was able to obtain copies of some of the actual ads to show the kinds of ads taken out by the Members.

Discussions with Council Members

In addition to the data provided by the Counsel’s office, Citizens Union also had conversations with a handful of current council members about their advertising practices and received various responses on how these advertisements are paid for and what purposes they serve. Some council members reported that they purchased these ads with dollars from their campaign committee funds while others paid for the ads out of their own pockets. However, as this report will show, **many council members used taxpayer dollars to finance the purchase of such advertisements.**

Our discussion with council members also reinforced our view that a number of these advertisements purchased — though the number is indeterminable — are worthy of the expense because they inform constituents about a particular service that is available or an upcoming public meeting. Elected officials are known to take out space in a local paper to announce upcoming health or job fairs, opportunities for free or discounted legal or tax advice, among other services. Along with notices of position openings in a council office, these ads serve a valuable public purpose.

Some council members also discussed the pressures that are exerted upon them by the advertising departments, and in some instances the reporters of local media and weekly community newspapers to take out advertisements in their publications. On some occasions, certain council members understood from the newspaper itself that they would receive favorable press attention for their work if they regularly patronized the newspaper by taking out ads. Other council members reported that they had not experienced any such pressure.

3

CITY COUNCIL ADVERTISING

Though there are many intangible advantages of incumbency, some advantages can be traced to the direct benefits of holding office, like the ability to contact voters at taxpayer expense through constituent mailings and advertisements in local media. These benefits of incumbency inevitably help promote the elected official's name, face, work, and possible future candidacies, even if otherwise intended.

Recognizing the potential for constituent mailings to influence elections, the city took several steps to regulate this form of direct constituent contact during the election season. Prior to the 2005 General Election, the City, at the Council's initiative under then Speaker Gifford Miller expanded from thirty days to ninety days the campaign finance law prohibiting constituent mailings paid with taxpayer funds on non-executive budget related items when the office holder was a candidate.

Another important advantage incumbents have is the ability to promote themselves in their districts through the use of advertisements in local newspapers, journals, or event specific publications, often at taxpayer expense. These types of advertisements, which prominently display the name and face of the elected official along with the district office contact information, may serve the community by also sharing valuable information with the public. However, oftentimes, they are solely for a congratulatory or special greeting.

Taxpayer dollars used to pay for council member advertisements come directly from each individual council member's allotted budget, which for the current 2008 fiscal year is \$277,366 per council member. This allotment is used to pay for staff, office resources, and other items at the council members' discretion.

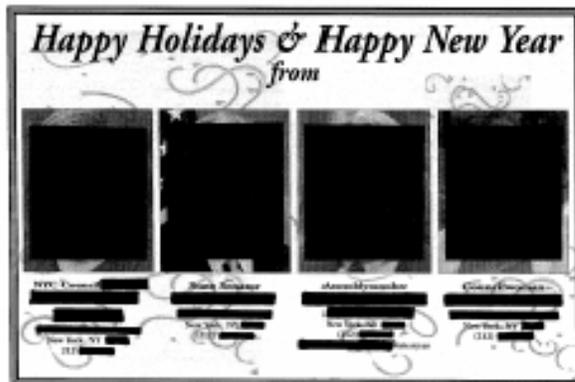
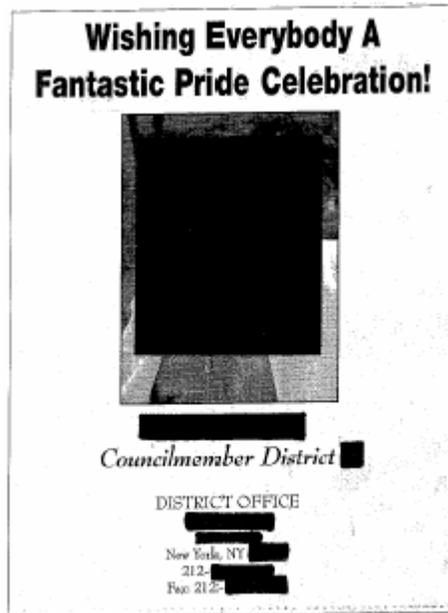
Council members are also reportedly given additional dollars on top of the \$277,366 allotment for extra staff and office related expenses depending on their relationship with the Speaker or whether they hold a committee chairmanship or leadership position. This is in addition to the individual personal stipends almost all council members receive for chairing committees or holding leadership positions, which range from \$4,000 to \$28,500 depending upon the size of the committee or status of the leadership position.³ All of these funds are allocated from the city council's overall operating budget, which reached a new high of \$59 million for FY 2008.

Of the council members who do use council funds to take out advertisements, not all do so just to promote themselves. Some council members use taxpayer funds to take out advertisements in local media outlets that serve very beneficial purposes, like announcing upcoming events, free health screenings or legal services, or to post a job announcement for their office. However, as evidenced below and in the accompanying appendix, messages from local elected officials that clearly fail to provide any recognizable public service are common in local media sources.

³ ["2006 City Council Stipends", Gotham Gazette.com, June 12, 2006](#)

Figure 1: COUNCIL MEMBER HOLIDAY GREETINGS AND WELL-WISHES

The three advertisements copied below appeared in citywide publications in 2006. The ads occurred at three different times of the year: in June in advance of the city's annual Gay Pride Parade; in September in time for the Jewish New Year; and in December during holiday season. The names and faces of the elected officials have been covered so as not to indiscriminately target any individual member.



Random surveys of local newspapers also show that this type of advertising is not limited to members of the city council. Holiday or congratulatory greetings are just as likely to be taken out by state legislators, members of Congress, or other New York City officials. As one of the above clippings demonstrates, elected officials that have a shared constituency often coordinate efforts to purchase congratulatory or holiday greeting ads. (See Appendix 2 for further examples of council member and elected official advertisements).

However, as part of an ethics reform package at the state level that the state legislature passed and Governor Spitzer signed into law, as of April of 2007, the Public Officers Law prohibits elected government officials or candidates for elected local, state or federal office from appearing in any advertisement or promotion if it is paid for, in whole or in part, with state funds⁴ - a newer and now much stricter standard than currently applies to the City Council. A review of expenditure filings of several state legislators reveals that they are paying for these ads using campaign funds (though this may not be the case for all). Similarly, federal officeholders are buying ads which say “paid for by a political committee,” (See Appendix 2), a designation that is not required by city or state law.

The New York City Charter and Council Review

While it is permitted for council members to use their allocated funds to purchase paid advertisements, they are regulated by a provision in the New York City Charter. Chapter 49, Section 1136.1 of the New York City Charter states:

“It shall be a violation of this section for an officer or employee of the city or of any city agency who is a candidate for an elective city office...to participate in any television, radio or printed advertisement...which is funded, in whole or in part, by governmental funds or resources from January first in the year an election for such office shall be held through the day of the last election that year for that office, in which the candidate seeks nomination or election.”⁵

Section 1136.2 continues:

“Nothing in the section shall prohibit appearances or participation by officers and employees of the city or of any city agency in or the use of governmental funds or resources for:

- (i) advertisements and other communications required by law;*
- (ii) communications necessary to safeguard public health and safety;*
- (iii) standard communications in response to inquiries or requests;*
- (iv) ordinary communications between officers and employees of the city or any city agency and the public;*
- (v) ordinary communications between elected officials and their constituents;*
- (vi) bona fide news coverage in print and electronic media; or*
- (vii) debates among opposing candidates or other public education forums.*

Thus, the purchasing of advertisements using taxpayer dollars is prohibited for public servants who are candidates for office beginning in January of an election year and lasting through the day of election, with a limited set of exceptions. While the exception for “ordinary communications between elected officials and their constituents” might be construed by some to permit holiday greetings or congratulations, the caveat is quite vague and perhaps misapplied if used to justify these types of ads. Citizens Union asserts that these types of ads do not constitute “ordinary communications” particularly when they take place during the months leading up to a local election.

Regardless of the laws, the level of council review of these ads or expenses appears to be minimal. In discussions with several council members, they noted that while there is no pre-submission review of the ads they place, council members are required to submit the advertisement after it has been published, and there is rarely if ever a refusal of payment.

⁴ Laws of New York State, Public Officers Law, Article 4, Section 73-b

⁵ New York City Charter, Chapter 49, Section 1136.1, as amended in 1998

Citizens Union believes that it is a good practice in democracy to allow each council member to decide how best to spend his or her annual staff and office expense allotment in service to his or her constituents, but that appropriate guidelines and some level of review must exist to ensure that taxpayer dollars are being properly spent, particularly when advertisements are bought.

Even when advertisements are purchased in accordance with the charter requirement, they clearly help current office holders increase their public exposure when not officially declared candidates or in years in which they are not up for election.

While it is arguably not in the Council's best interest for the Speaker's office, or other entity, to scrutinize every request for payment from funds allocated to council members to spend at their discretion, there is not a significant drop-off in election year spending on these advertisements, as evidenced in the following section, suggesting that enforcement and adherence to what little oversight there is on these types of expenditures, has been inadequate.

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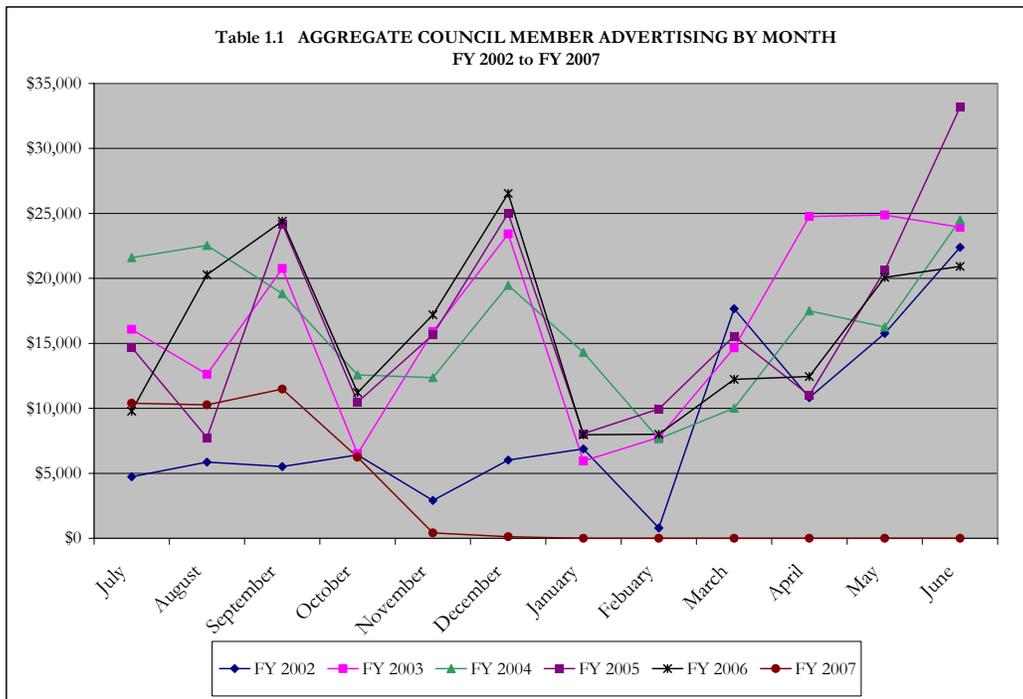
TAX DOLLARS AT “WORK”

Upon receiving the advertising information from the City Council through a Freedom of Information Law request, Citizens Union produced monthly and yearly breakdowns of advertising spending by council member and for the council as a whole. The results of this analysis and other relevant information are provided on the following pages.

Overall Council Spending

The following set of tables reflects the overall level of council spending on advertisements compiled from data provided by the General Counsel’s office. The total reported taxpayer dollars spent on these types of purchases during the five-year span from the second half of FY 2002 to the first half of FY 2007 was \$927,507. The total over the condensed four-year span of FY 2003 to FY 2006 was \$782,491.

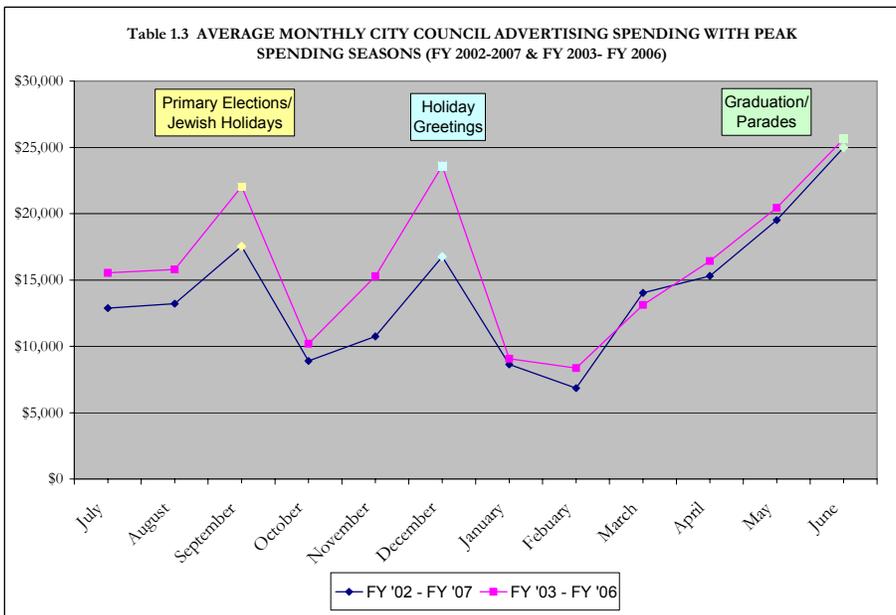
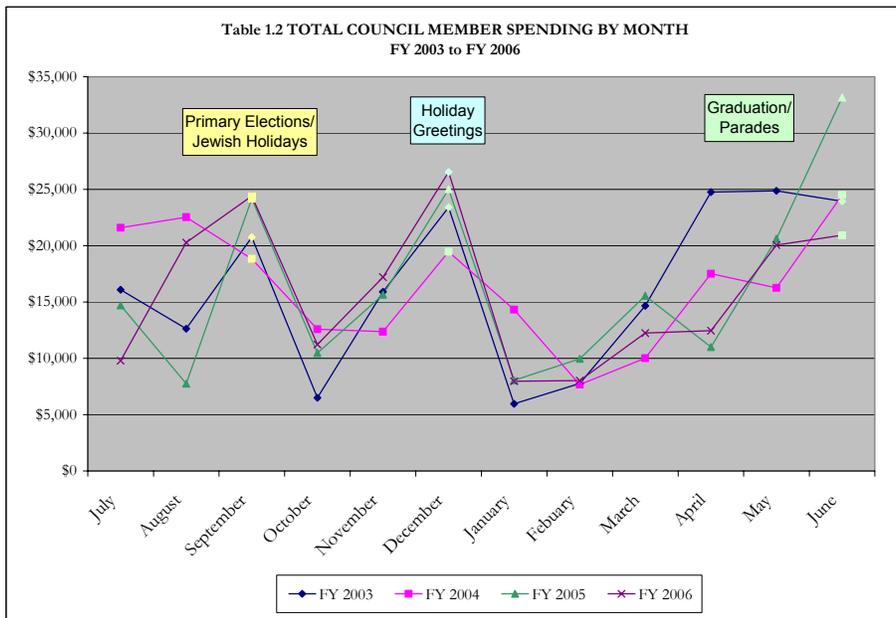
From analysis of the tables below, peaks of spending during September, December and June became evident. Many important events for the city take place during these three months. June spending coincides with graduations, a myriad of ethnic parades and special events, and the end of the fiscal year when council members would want to finish spending remaining money in their budgets. September coincides with the Labor Day and Jewish holidays, back to school time and the primary election season. Finally, December coincides with the holiday season, New Year’s celebrations, and the end of the calendar year.



As the above table shows, FY 2002 displays very low levels of spending from July to February, reflective of the fact that only eight of the council members for whom data had been collected took office before January of 2002. While there was no doubt greater spending during that time frame, it was done by council members

who are no longer in office and are not included in this analysis. Further, in FY 2007 spending plummets and ultimately bottoms out at zero in December of 2006 after the bulk of spending information was provided. This table highlights why the data for FY 2002 and FY 2007 are less appropriate measures of council spending for this report.

Table 1.2 below shows the amount that was spent by the council in each of the four FYs, 2003-2006, by month. Table 1.3 displays the average aggregate spending by council members per month for the extended time frame from FY 2002 to FY 2007 as well as the more representative span from FY 2003-FY 2006. As is evidenced from these tables, council funds are being used by council members to purchase ads at more or less consistent times each year, even during years with city council elections despite the laws limiting advertising.



Council Spending During Election Years

As mentioned in the previous section, the City Charter prohibits candidates for city office from participating in television, radio or printed advertisements paid for with governmental funds from January 1st of the election year through to the last election, either primary or general election, in which that candidate is running. Some vague exceptions exist as explained in section 3 of this report.

An analysis of the data shows that total spending in two election years, 2003 and 2005, were disturbingly on par with spending in non-election years. From January 2003 through the end of October 2003, \$177,474 was spent by council members on advertisements using taxpayer dollars during the same months many of them were campaigning. This represents nearly the entire restricted period, minus the first few days in November before the election.

In 2005, a year in which 48 out of the 51 council members were either running for reelection or a higher city office (Tracy Boyland, Madeline Provenzano and Philip Reed were the exceptions), \$164,106 was spent between January and the end of October, a figure comparable with spending during any other ten-months period during the time frames surveyed. The table to the right shows how much each of the 51 council members who were in office in 2005 spent on advertisements that year.

Information received from the council clearly shows that many of these election-year advertisements were celebratory or congratulatory, rather than informational as proscribed by the City Charter. A sample data sheet provided in Appendix 1 highlights this fact. This sheet, from fiscal year 2005, shows purchases listed as “Passover-Easter Greeting,” and “Salute to Israel” that both occurred in calendar year 2005 before the November election.

Table 2: COUNCIL MEMBER SPENDING ON ADVERTISEMENTS (January-October 2005)

Council Members Serving in 2005	Total Spent Jan-Oct 2005
Nelson, Michael	\$18,577
Recchia, Jr., Domenic	\$17,619
Sears, Helen	\$13,868
Gennaro, James	\$9,695
Oddo, James	\$8,671
Rivera, Joel	\$8,108
Perkins, Bill	\$7,475
Weprin, David	\$6,553
Lopez, Margarita	\$6,520
Palma, Annabel	\$6,192
Addabbo, Jr., Joseph	\$5,405
Jennings, Alan	\$5,175
Provenzano, Madeline*	\$4,762
Monserrate, Hiram	\$4,417
Fidler, Lewis	\$3,984
Comrie, Leroy	\$3,648
Gentile, Vincent	\$3,316
Gallagher, Dennis	\$3,135
Gioia, Eric	\$2,596
Dilan, Erik Martin	\$2,433
Miller, Gifford	\$2,390
Lanza, Andrew	\$2,252
Arroyo, Maria del Carmen	\$2,150
Jackson, Robert	\$1,975
Gerson, Alan	\$1,622
Quinn, Christine	\$1,469
Brewer, Gale	\$1,453
Reyna, Diana	\$1,412
Clarke, Yvette	\$1,400
Martinez, Miguel	\$1,250
McMahon, Michael	\$1,025
Seabrook, Larry	\$820
Stewart, Kendall	\$755
de Blasio, Bill	\$612
Avella, Tony	\$470
Moskowitz, Eva	\$378
Gonzalez, Sara	\$220
Reed, Philip*	\$200
Koppell, G. Oliver	\$104
Baez, Maria	\$0
Barron, Charles,	\$0
Boyland, Tracy*	\$0
Felder, Simcha	\$0
Foster, Helen	\$0
James, Letitia	\$0
Katz, Melinda	\$0
Liu, John	\$0
Sanders, Jr., James	\$0
Vallone, Jr., Peter	\$0
Vann, Albert	\$0
Yassky, David	\$0
Total	\$164,106

*Council member did not run for office in 2005

The Council's Top Spenders

The following set of tables highlights the individual spending of those council members who have spent the most while in office during the survey period. It is important to remember that not all council members have been in office continuously since 2002, so a comparison of council member spending requires a discerning eye. Regardless, this report demonstrates quite clearly that some council members are spending a great deal of taxpayer funds each year on media buys or journal advertisements, while others are spending close to nothing. A spreadsheet containing the data on all council members' advertisement spending is in Appendix 3.

The average member during FY 2003 to FY 2006 spent an average of \$3,685 city council funds on advertisements each year. The highest spending council member in office during that entire four year span (Michael Nelson, District 48, Brooklyn) spent an average of \$20,525 per year and the lowest spending council members during that time period (Tracy Boyland, District 41, Brooklyn Helen Foster, District 16, Bronx and John Liu, District 20, Queens) spent zero.

Table 2.1 provides a look at how much the ten council members with the highest spending averages spent per year compared to the average spending per member per year.

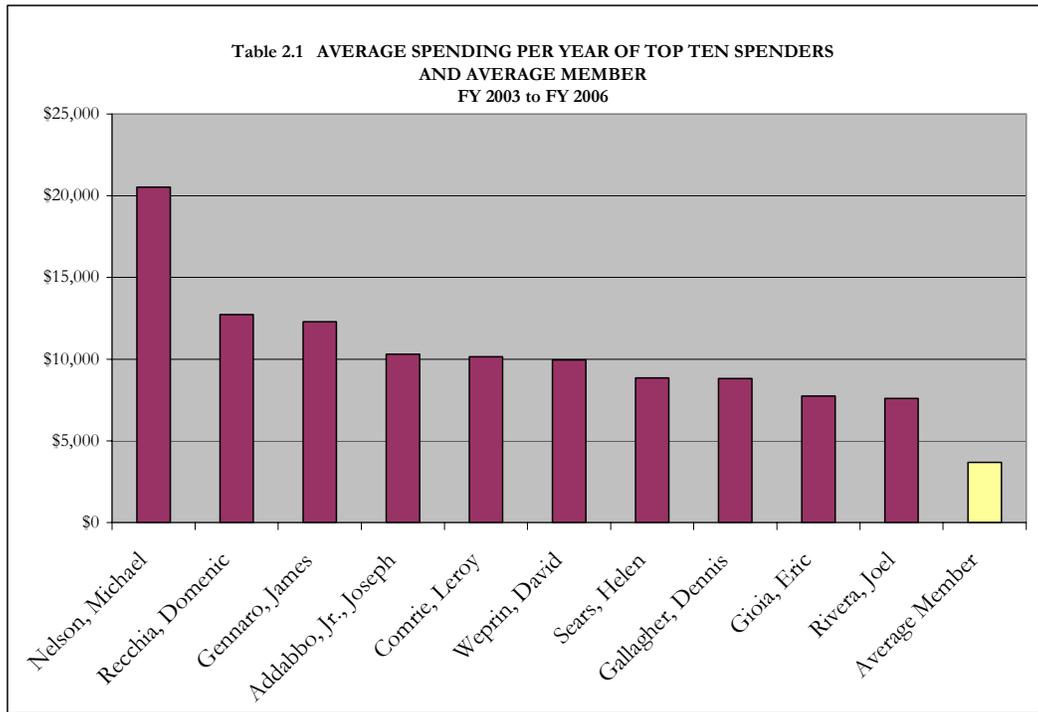
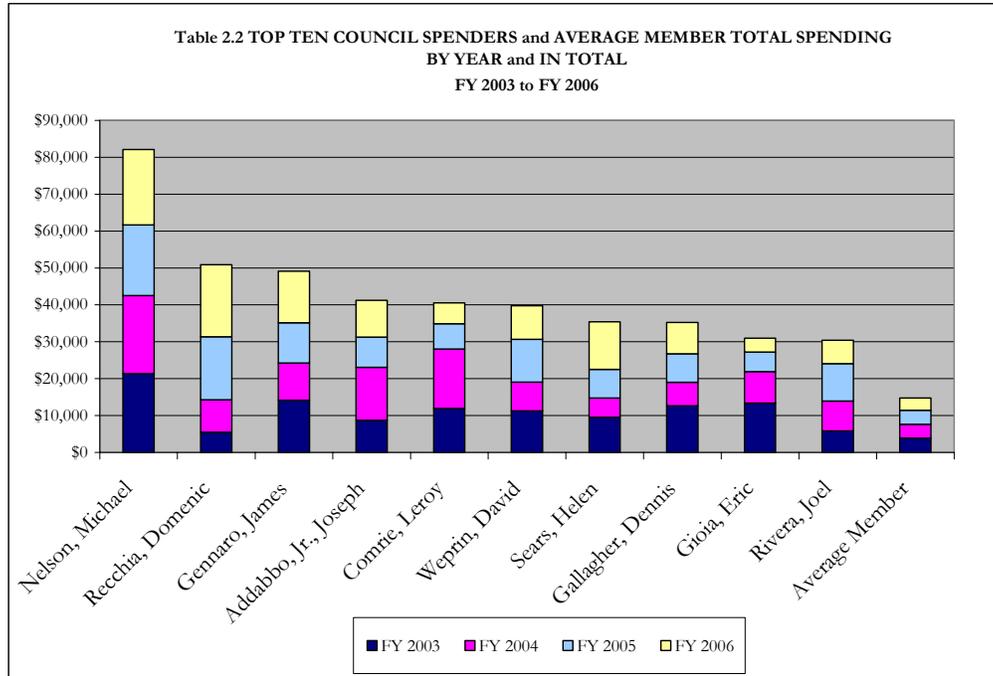
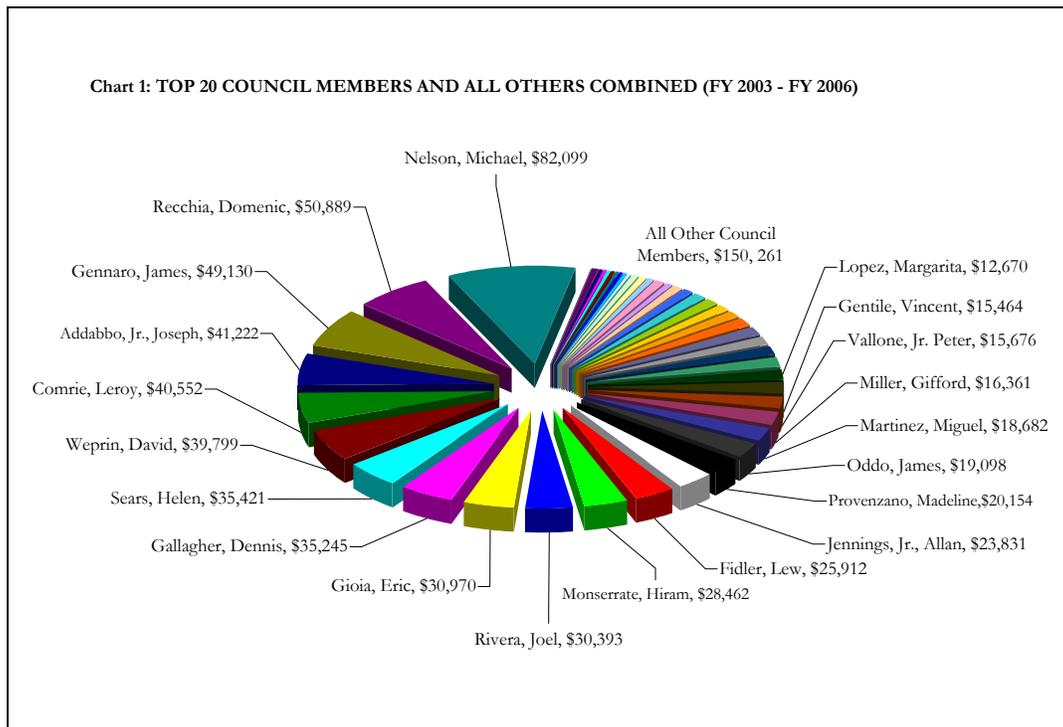


Table 2.2 below shows the overall amount spent by the top ten spenders during the four-year period, broken down by year. The top spender (Michael Nelson, District 48, Brooklyn) spent \$82,099 during that span with the next closest spender (Domenic Recchia Jr., District 47, Brooklyn) spending notably less at \$50,889. While not provided in the data below, it is interesting to note that if we take into account spending during the longer five-year span, late FY 2002 to early FY 2007, the biggest spender (Michael Nelson) spent an additional \$31,263 bringing his total up to \$113,362, with the next closest member (Domenic Recchia, Jr.) spending less than half of that amount, or \$54,219.



The chart below represents the spending by all council members who were in office for the entire period between FY 2003 and FY 2006. (Those currently serving members whose first term started in January 2006 or later are not included.) The chart demonstrates just how much the top advertising members spent relative to the rest of the council. During this period, the top ten highest spenders accounted for fifty-five percent of city council spending on advertisements.



5

PRESSURE FROM LOCAL MEDIA and SUPPORT OF LOCAL NONPROFITS

As previously mentioned, various council members with whom Citizens Union spoke mentioned the pressure they felt from some local community newspapers to take out advertisements. It is understandable that in providing a needed public service, these free weekly newspapers depend upon ad revenue in order to publish underreported but important local community news. Nevertheless, that need should not give rise to inappropriate requests to elected officials to take out ads.

Some of the council members complained about a sometimes subtle quid pro quo approach that not only advertising representatives of the newspapers make known, but also some of the very writers who are covering the local news stories involving the elected officials. These council members privately disclosed the pressure they sometimes feel to take out ads in order to receive the only guaranteed local news coverage of their activities and accomplishments. The pressure can be particularly acute when these newspapers run special editions for an annual community event or holiday, and the elected official wants to appear supportive toward the community that is celebrating.

To illustrate one of these common occurrences, the following is a description of one incident by an elected official whose name and office are not disclosed to protect confidentiality.

In the context of an interview with a local newspaper's editorial staff, in which the candidate was seeking the newspaper's endorsement, the candidate was directly asked to consider taking out ads in the newspaper during the campaign. The candidate deflected the request, but was surprised that such a question came up during the course of the newspaper's endorsement interview. It left the candidate feeling that he might need to take out advertisements to secure the newspaper's endorsement, or to earn favorable news coverage.

In conversations with other council members, Citizens Union learned that they never experienced such pressure to take out ads. This fact points out that this is not a systemic problem, but occurs often enough to be troubling.

A more restrictive ban from the Council on these types of advertising in general would inoculate council members from some of the pressure and inappropriate solicitations for ads they receive. If council members are prohibited from taking out ads during election years or are restricted in the kinds of ads they can take out, the papers cannot pressure them to do so.

Some council members also defended the practice of taking out courtesy ads in local journals using taxpayer dollars because they saw it as a way to support local block associations or community groups for whom money is not plentiful. While this may be true, Citizens Union believes that such advertising dollars have the additional benefit of taxpayer-funded publicity for candidates and of unfairly engendering good will among local voters who respond favorably to seeing the support of the local council member for an organization.

6

CONCLUSION and RECOMMENDATIONS

The data presented in this report raises concerns about the use of city funds by members of the City Council to place certain kinds of paid advertisements in local newspapers and event journals. These findings have led Citizens Union to ask questions of council members about how these advertisements have served the public interest, and how well the restrictions on these publicly funded ads are being enforced.

As the research presented here illustrates, a disproportionate amount of city council spending on advertisements occurs during three distinct peaks over the course of the year. The first peak of the fiscal year, in September, coincides with the Labor Day and Jewish holidays, election primaries and back-to-school time for students. The second peak, occurring in December, coincides with major holidays such as Christmas, Hanukkah, and the welcoming of the New Year when holiday greetings abound. Finally, the third peak of spending occurs in June, which marks not only the end of the city's fiscal year, but also the end of the school year, graduation celebrations, and major city events like the Puerto Rican Day Parade and the Gay Pride Parade - all key times for local organizations, schools, and weekly papers to ask council members for contributions to their publications and organizations.

Although the purchasing of advertisements using taxpayer dollars is prohibited for city officials who are candidates for office beginning in January of an election year, ad spending peaked again in September 2003 and September 2005, both city council election times in which spending levels are consistent with other September periods in non-election years. While the City Charter allows an exception to the rule prohibiting elected officials from appearing in such advertisements if these ads are "ordinary communications between elected officials and their constituents," this exception is vague, overly permissive, and in need of clarification and strengthening before the next election cycle. Citizens Union believes that these ads, which are largely self promotional, do not qualify as ordinary communications.

As the research also shows, certain council members are significantly outspending their peers. The amounts from the highest spending council members lead Citizens Union to question how well council member advertisements have been regulated. While laws prohibiting the mailing of materials to constituents using council funds during the 90 days preceding an election on non-budget related items appear to be well enforced and obeyed, the restriction on advertisements in the year of an election appears to be far weaker. In fact, the spending of council funds on advertisements in newspapers or journals or other publications in these years is hardly regulated, if at all.

To be sure, local media publications serve New York City in many valuable ways. They provide coverage for issues of local importance, they allow for diverse viewpoints to reach New Yorkers, and they foster a sense of community. The same can be said for local community organizations that are the beneficiaries of these council member directed tax payer funds through journal ads. They provide much needed services, raise awareness on issues of importance, and also help foster a sense of community.

These publications understandably rely upon ads from local interests, and worthy organizations should be supported. However, the use of taxpayer funds to purchase advertisements, especially during the election season, is not appropriate.

Additionally, as conversations with council members revealed, many of these publications and organizations can be overly aggressive in soliciting these ad requests. These requests for candidate ads raise questions about the ethical behavior of these entities and a perceived quid pro quo of the promise of possible organizational support or favorable press coverage should a member take out an advertisement or a lack of coverage should they fail to do so.

And while it is perfectly acceptable for an elected official to wish their constituents seasonal greetings or congratulate an individual receiving a civic award, again, the use of taxpayer funds to do so is questionable. These dollars could perhaps be better spent on the purchase of computers or art supplies for a classroom, or providing free tax counseling services to district residents. And though not all of these promotional ads occur during the election season, they are an inexpensive and easy way for incumbents to build name recognition and their identity throughout the year. Council members need to be proactive to inform their constituents about their presence and availability to address issues and solve problems, but that can and should be achieved in ways other than self promotional advertisements that offer nothing other than holiday and special occasion greetings.

Whether it is a campaign strategy by the elected official to promote themselves during election season, or merely an effort to satisfy requests from local media outlets and organizations (some more demanding than others), the use of taxpayer funds for advertisements that do not serve a clear public purpose is arguably a misuse of public funds. Some council members pay for those kinds of ads with their own campaign funds, so long as they are in compliance with the requirements of the campaign finance law, and the rest should too.

With a Council whose budget is near the \$60 million mark, and a staggering incumbency retention rate in 2005, it is appropriate to scrutinize how these funds are being spent. While banning council members or other elected officials from using taxpayer funds to purchase media or journal advertisements would limit the ability of our elected officials to contact their constituents about important matters, and while council members should have discretion in how the money they are allocated each year is spent, there is a compelling argument to be made that this money should be spent for the public good and not personal promotion. Stricter rules would also reduce the ability for local media and community journals to solicit ads from officials.

With this in mind, Citizens Union recommends the following actions:

1. More fully and specifically **disclose to their constituents the nature of the advertisements they published using taxpayer dollars** so that they can better know the purpose of these ads. Such disclosure will also aid in showing whether any of these council members inappropriately, and quite possibly unwittingly, used government resources to finance promotional ads during the election years of 2003 and 2005 in possible violation of the City Charter.
2. Enact new City Council **policy guidelines that would bring governance of these ads into compliance with the City Charter and ban the use of taxpayer dollars to pay for advertisements that provide no useful or clear public service information**, but rather simply extend holiday and special occasion greetings or salutatory congratulations on behalf of the council member.

3. Ensure council members and other New York City elected officials **adhere to the City Charter provisions regarding election year advertisements and do not inappropriately place such ads during the 2009 election year.** This is particularly important given the number of council members who will be running for higher office in 2009 and are looking to raise their profiles among their constituents.

These simple measures would put council practice in line with charter requirements during election years and either result in more public service driven advertisements in other years or a shift in the priorities of council members with regard to spending—either way, taxpayers win.

7

ACKNOWLEDGEMENTS

Citizens Union extends its thanks to the many individuals who helped make this report possible.

- The Citizens Union members who serve on the organization's Municipal Affairs Committee, chaired by Luis Garden Acosta and Joel Berger, all of whom assisted in reviewing a draft of the report and crafting the arguments in support of the recommendations.
- The primary supervisor and author of this report, Doug Israel, who served as the organization's Director of Public Policy and Advocacy from May 2003 to October 2007, and for whom this report capped a successful tenure in which he helped increase the impact of Citizens Union in seeking political reform and good government.
- Citizens Union's public policy interns Elizabeth Gary and David Brody, who conducted much of the supporting research and analysis.
- Sydney Beveridge, Sara Stuart, Rachael Fauss, Oates Rittichai, and Dick Dadey who edited and prepared the report and its addendum in their final forms.

8

APPENDICES

Appendix 1: Sample Data Sheet Received from the General Counsel's Office (FY 2005)

11/02/2006 11:57:02 AM

The New York City Council
Expenditures For Council Member: [REDACTED] For Fiscal Year 2005

Item Department: JOURNAL ADS

Total Amount: \$5,744.25

Trx Date	Voucher	Code	Vendor Name	Item Description	Amount
7/9/04	2005250006	13	QUEENS TRIBUNE PUBLICATIONS	#10877 7/9/04	\$158.00
8/12/04	2005250023	13	THE COURIER	#531728 7/21/04	\$150.00
8/13/04	2005250028	13	QUEENS TRIBUNE PUBLICATIONS	#11274 7/30/04	\$150.00
8/21/04	2005250045	13	THE SERVICE QUEENS GAZETTE	#2573 8/1/04	\$150.00
8/25/04	2005250046	13	QUEENS TRIBUNE PUBLICATIONS	#11915 9/3/04	\$150.00
8/25/04	2005250043	13	THE JEWISH POST OF NY	NEW YEARS GREETINGS 7/14/04	\$150.00
8/28/04	2005250051	13	THE COURIER	#532294 8/1/04	\$150.00
10/3/04	2005250055	13	THE COURIER	#532634 8/15/04	\$150.00
11/16/04	2005250076	13	TRANSITIONAL SERVICES FOR NEW YO	1/4 PAGE AD 10/27/04	\$125.00
11/23/04	2005250087	13	QUEENS CHRONICLE	#Q229071 11/11/04	\$200.00
12/8/04	2005250090	13	QUEENS TRIBUNE PUBLICATIONS	#13072 11/25/04	\$158.00
12/28/04	2005250099	13	THE JEWISH POST OF NY	HOLIDAY GREETINGS 11/8/04	\$150.00
1/8/05	2005250105	13	THE TABLET	#95805 12/23/04	\$331.25
1/8/05	2005250108	13	ORATORIO SOCIETY OF QUEENS	#1239 12/20/04	\$180.00
1/18/05	2005250109	13	THE SERVICE QUEENS GAZETTE	#3993 12/22/04	\$150.00
1/25/05	2005250110	13	QUEENS TRIBUNE PUBLICATIONS	#13016 12/23/04	\$158.00
2/2/05	2005250118	13	THE JEWISH POST OF NY	30S JOURNAL AD 1/25/05	\$150.00
2/17/05	2005250131	13	CORONA (QUEENS) TIMES	#Q2200500008 2/16/05	\$520.00
3/1/05	2005250136	13	QUEENS TRIBUNE PUBLICATIONS	#13927 1/27/05	\$189.00
3/1/05	2005250137	13	QUEENS CHRONICLE	#Q227992 2/17/05	\$145.00
3/31/05	2005250156	13	QUEENS CHRONICLE	#Q229011 3/24/05	\$145.00
4/7/05	2005250162	13	QUEENS TRIBUNE PUBLICATIONS	#14703 3/24/05	\$185.00
4/27/05	2005250175	13	THE COURIER	#801932 4/15/05	\$165.00
5/8/05	2005250183	13	THE COURIER	#801873 4/29/05	\$165.00
5/13/05	2005250187	13	THE JEWISH POST OF NY	PASSOVER-EASTER GREETINGS 3/14/05	\$150.00
6/13/05	2005250200	13	THE COURIER	#802018 5/13/05 #802027 5/27/05	\$315.00
6/21/05	2005250218	13	THE JEWISH POST OF NY	SALUTE TO ISRAEL 5/24/05	\$150.00
6/27/05	2005250218	13	QUEENS CHRONICLE	#Q231972 6/18/05	\$325.00
6/27/05	2005250218	13	QUEENS TRIBUNE PUBLICATIONS	#15525 5/26/05	\$189.00
7/13/05	2005250226	13	THE SERVICE QUEENS GAZETTE	#1629 6/28/05	\$100.00

Appendix 2:
Sample Advertisements from Citywide Publication (September 22, 2006)

Page 05 • Friday, September 22, 2006

5767 Happy & Healthy New Year

*In the coming year,
we wish the entire
Jewish community
good health
and peaceful
prosperity.*



NYM
New York Jewish Media
New York, NY

Council Member [redacted] District
Chair, [redacted] Committee

District Office [redacted] City Hall Office
250 Broadway
NY, NY 10007



L'Shanah Tova!...
*May this New Year be filled with health,
happiness and sweet moments for you and
your family*

L'Shana Tova
Best Wishes for a Happy, Healthy and
Prosperous New Year.



Assemblyman [redacted]
Brooklyn, NY [redacted]

Best Wishes For
A Happy & Healthy
New Year
Assemblyman
[redacted]
Brooklyn, N.Y. [redacted]



SENATOR
[redacted] (718)

ASSEMBLYWOMAN
[redacted] (718)

ASSEMBLYWOMAN
[redacted] (718)

COUNCILMAN
[redacted] (718)

COUNCILMAN
[redacted] (718)

*Wish To Extend
To All Our Friends
A Happy & Healthy New Year*

*May The Coming Year
Bring Health, Happiness,
Prosperity and Peace
To All
Assemblyman
[redacted]*

Best Wishes For A Happy
and Healthy New Year
Assemblyman
[redacted]
Assembly District
[redacted]
New York, N.Y.
(212) [redacted]
[redacted]@assembly.state.ny.us

L'Shana Tova
Best Wishes For A Happy & Healthy New Year



U.S. Representative [redacted] Cong. District
Paid for and authorized by [redacted] for Congress

**Appendices 3 and 4 are attached on the following pages.
City Council Spending on Advertisements FY 2002-FY 2007**

Appendix 3 lists spending alphabetically and 4 lists spending by total in fiscal years 2003 to 2006.

**Appendix 3: City Council Spending on Advertisements - FY 2002-FY 2007 - Per Council Member
(Alphabetically)**

Council Member	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	Total FY03-FY06	Average FY03-FY06	Total All Years	Average All Years
Addabbo, Jr., Joseph	\$1,979	\$8,699	\$14,370	\$8,210	\$9,944	\$1,172	\$41,222	\$10,306	\$44,373	\$7,396
Arroyo, Maria del Carmen	N/A	N/A	N/A	\$2,150	\$0	\$0	\$2,150	\$1,075	\$2,150	\$717
Avella, Tony	\$1,252	\$0	\$0	\$0	\$2,020	\$0	\$2,020	\$505	\$3,272	\$545
Baez, Maria	\$0	\$0	\$700	\$0	\$0	\$0	\$700	\$175	\$700	\$117
Barron, Charles	\$0	\$583	\$400	\$200	\$0	\$0	\$1,183	\$296	\$1,183	\$197
Boyland, Tracy	\$0	\$0	\$0	\$0	\$0	N/A	\$0	\$0	\$0	\$0
Brewer, Gale	\$0	\$1,791	\$1,710	\$2,143	\$3,918	\$175	\$9,562	\$2,391	\$9,737	\$1,623
Clarke, Yvette	\$500	\$1,995	\$2,595	\$3,845	\$2,410	\$1,240	\$10,845	\$2,711	\$12,585	\$2,098
Comrie, Leroy	\$2,070	\$11,938	\$16,107	\$6,838	\$5,668	\$2,136	\$40,552	\$10,138	\$44,758	\$7,460
Davis, James	\$0	\$2,388	\$500	N/A	N/A	N/A	\$2,888	\$1,444	\$2,888	\$963
de Blasio, Bill	\$390	\$83	\$1,381	\$1,410	\$737	\$108	\$3,612	\$903	\$4,110	\$685
Diaz, Ruben, Sr.	\$0	\$0	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0
Dickens, Inez	N/A	N/A	N/A	N/A	\$0	\$550	\$0	\$0	\$550	\$275
Dilan, Erik Martin	\$0	\$1,033	\$1,900	\$2,133	\$1,235	\$730	\$6,301	\$1,575	\$7,031	\$1,172
Felder, Simcha	\$0	\$83	\$650	\$450	\$3,500	\$5,000	\$4,683	\$1,171	\$9,683	\$1,614
Fidler, Lew	\$1,220	\$7,874	\$9,006	\$4,381	\$4,651	\$1,589	\$25,912	\$6,478	\$28,720	\$4,787
Foster, Helen	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gallagher, Dennis	\$4,679	\$12,643	\$6,378	\$7,748	\$8,477	\$867	\$35,245	\$8,811	\$40,791	\$6,799
Garodnick, Daniel	N/A	N/A	N/A	N/A	\$0	\$468	\$0	\$0	\$468	\$234
Gennaro, James	\$3,412	\$14,150	\$10,080	\$10,904	\$13,996	\$535	\$49,130	\$12,283	\$53,077	\$8,846
Gentile, Vincent	N/A	\$2,118	\$6,971	\$5,280	\$1,095	\$2,209	\$15,464	\$3,866	\$17,673	\$3,535
Gerson, Alan	\$830	\$1,824	\$0	\$625	\$2,932	\$0	\$5,381	\$1,345	\$6,211	\$1,035
Gioia, Eric	\$2,854	\$13,345	\$8,586	\$5,330	\$3,709	\$2,791	\$30,970	\$7,742	\$36,615	\$6,102
Golden, Martin	\$13,087	N/A	N/A	N/A	N/A	N/A	\$0	N/A	\$13,087	\$13,087
Gonzalez, Sara	\$0	\$83	\$220	\$220	\$500	\$325	\$1,023	\$256	\$1,348	\$225
Jackson, Robert	\$0	\$1,263	\$2,750	\$950	\$2,736	\$0	\$7,699	\$1,925	\$7,699	\$1,283
James, Letitia	N/A	N/A	\$625	\$0	\$650	\$0	\$1,275	\$425	\$1,275	\$319
Jennings, Allan	N/A	\$8,286	\$8,911	\$2,259	\$4,375	N/A	\$23,831	\$5,182	\$23,831	\$5,958
Katz, Melinda	\$4,931	\$4,812	\$0	\$0	\$0	\$0	\$4,812	\$1,203	\$9,743	\$1,624
Koppell, G. Oliver	\$2,178	\$2,165	\$461	\$0	\$104	\$0	\$2,729	\$682	\$4,908	\$818
Lanza, Andrew	\$1,690	\$874	\$1,537	\$1,671	\$1,640	\$165	\$5,721	\$1,430	\$7,576	\$1,263
Lappin, Jessica	N/A	N/A	N/A	N/A	\$0	\$554	\$0	\$0	\$554	\$277
Liu, John	\$533	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$533	\$89
Lopez, Margarita	\$500	\$0	\$3,309	\$8,841	\$520	N/A	\$12,670	\$4,223	\$13,170	\$2,634
Mark Viverito, Melissa	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Martinez, Miguel	\$1,375	\$6,457	\$2,100	\$3,500	\$6,625	\$300	\$18,682	\$4,671	\$20,357	\$3,393
McMahon, Michael	\$0	\$175	\$1,046	\$2,075	\$3,425	\$425	\$6,721	\$1,680	\$7,146	\$1,191

Council Member	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	Total FY03-FY06	Average FY03-FY06	Total All Years	Average All Years
Mealy, Darlene	N/A	N/A	N/A	N/A	\$0	\$250	\$0	\$0	\$250	\$125
Mendez, Rosie	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Miller, Gifford	\$3,599	\$4,277	\$4,909	\$4,530	\$2,645	N/A	\$16,361	\$4,090	\$19,960	\$3,992
Monserrate, Hiram	\$0	\$1,949	\$9,357	\$6,757	\$10,398	\$2,892	\$28,462	\$7,116	\$31,354	\$5,226
Moskowitz, Eva	\$4,443	\$4,396	\$4,608	\$3,345	N/A	N/A	\$12,349	\$4,116	\$16,792	\$4,198
Nelson, Michael	\$28,316	\$21,339	\$21,164	\$19,148	\$20,448	\$2,947	\$82,099	\$20,525	\$113,362	\$18,894
Oddo, James	\$2,066	\$1,833	\$2,010	\$9,707	\$5,547	\$1,000	\$19,098	\$4,774	\$22,163	\$3,694
Palma, Annabel	N/A	N/A	\$650	\$1,150	\$6,942	\$1,075	\$8,742	\$2,914	\$9,817	\$2,454
Perkins, Bill	\$0	\$1,140	\$450	\$7,675	\$1,475	N/A	\$10,740	\$2,685	\$10,740	\$2,148
Provenzano, Madeline	\$6,250	\$6,322	\$5,443	\$6,275	\$2,114	N/A	\$20,154	\$5,039	\$26,404	\$5,281
Reed, Phil	\$0	\$0	\$0	\$0	\$200	N/A	\$200	\$50	\$200	\$40
Quinn, Christine	\$2,517	\$1,853	\$2,624	\$5,729	\$2,450	\$262	\$12,655	\$3,164	\$15,433	\$2,572
Recchia, Domenic	\$1,150	\$5,500	\$8,744	\$17,090	\$19,555	\$2,180	\$50,889	\$12,722	\$54,219	\$9,036
Reyna, Diana	\$1,188	\$2,843	\$1,975	\$4,208	\$1,287	\$0	\$10,313	\$2,578	\$11,502	\$1,917
Rivera, Joel	\$1,689	\$5,835	\$8,109	\$10,151	\$6,298	\$2,152	\$30,393	\$7,598	\$34,234	\$5,706
Sanders, Jr. James	\$927	\$1,783	\$1,058	\$0	\$0	\$0	\$2,841	\$710	\$3,768	\$628
Seabrook, Larry	\$1,020	\$2,944	\$3,705	\$180	\$1,220	\$450	\$8,049	\$2,012	\$9,519	\$1,587
Sears, Helen	\$1,858	\$9,528	\$5,202	\$7,770	\$12,920	\$1,206	\$35,421	\$8,855	\$38,485	\$6,414
Serrano, Jose	\$0	\$0	\$800	\$0	N/A	N/A	\$800	\$400	\$800	\$400
Stewart, Kendall	\$0	\$83	\$0	\$0	\$880	\$190	\$963	\$241	\$1,153	\$192
Vacca, James	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Vallone, Jr. Peter	\$3,928	\$9,300	\$6,375	\$0	\$0	\$0	\$15,676	\$3,919	\$19,604	\$3,267
Vann, Albert	\$0	\$83	\$0	\$0	\$0	\$0	\$83	\$21	\$83	\$14
Weprin, David	\$0	\$11,260	\$7,793	\$11,631	\$9,116	\$1,868	\$39,799	\$9,950	\$41,667	\$6,945
White, Thomas	\$2,758	N/A	N/A	N/A	\$2,444	\$1,410	\$2,444	\$2,444	\$6,612	\$2,204
Yassky, David	\$608	\$283	\$350	\$0	\$342	\$0	\$975	\$244	\$1,583	\$264
Average Member	\$2,074	\$3,867	\$3,800	\$3,779	\$3,296	\$769	\$11,446	\$3,685	\$17,585	\$2,931
Total All Members	\$105,796	\$197,216	\$197,619	\$196,510	\$191,146	\$39,220	\$782,491	\$195,623	\$927,507	\$154,585
<i>N/A=Not Applicable (person not yet or no longer in office)</i>										

**Appendix 4: City Council Spending on Advertisements - FY 2002-FY 2007 - Per Council Member
(By Total Amount FY 2003 to 2006)**

Council Member	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	Total FY03-FY06	Average FY03-FY06	Total All Years	Average All Years
Nelson, Michael	\$28,316	\$21,339	\$21,164	\$19,148	\$20,448	\$2,947	\$82,099	\$20,525	\$113,362	\$18,894
Recchia, Domenic	\$1,150	\$5,500	\$8,744	\$17,090	\$19,555	\$2,180	\$50,889	\$12,722	\$54,219	\$9,036
Gennaro, James	\$3,412	\$14,150	\$10,080	\$10,904	\$13,996	\$535	\$49,130	\$12,283	\$53,077	\$8,846
Addabbo, Jr., Joseph	\$1,979	\$8,699	\$14,370	\$8,210	\$9,944	\$1,172	\$41,222	\$10,306	\$44,373	\$7,396
Comrie, Leroy	\$2,070	\$11,938	\$16,107	\$6,838	\$5,668	\$2,136	\$40,552	\$10,138	\$44,758	\$7,460
Weprin, David	\$0	\$11,260	\$7,793	\$11,631	\$9,116	\$1,868	\$39,799	\$9,950	\$41,667	\$6,945
Sears, Helen	\$1,858	\$9,528	\$5,202	\$7,770	\$12,920	\$1,206	\$35,421	\$8,855	\$38,485	\$6,414
Gallagher, Dennis	\$4,679	\$12,643	\$6,378	\$7,748	\$8,477	\$867	\$35,245	\$8,811	\$40,791	\$6,799
Gioia, Eric	\$2,854	\$13,345	\$8,586	\$5,330	\$3,709	\$2,791	\$30,970	\$7,742	\$36,615	\$6,102
Rivera, Joel	\$1,689	\$5,835	\$8,109	\$10,151	\$6,298	\$2,152	\$30,393	\$7,598	\$34,234	\$5,706
Monserate, Hiram	\$0	\$1,949	\$9,357	\$6,757	\$10,398	\$2,892	\$28,462	\$7,116	\$31,354	\$5,226
Fidler, Lew	\$1,220	\$7,874	\$9,006	\$4,381	\$4,651	\$1,589	\$25,912	\$6,478	\$28,720	\$4,787
Jennings, Allan	N/A	\$8,286	\$8,911	\$2,259	\$4,375	N/A	\$23,831	\$5,182	\$23,831	\$5,958
Provenzano, Madeline	\$6,250	\$6,322	\$5,443	\$6,275	\$2,114	N/A	\$20,154	\$5,039	\$26,404	\$5,281
Oddo, James	\$2,066	\$1,833	\$2,010	\$9,707	\$5,547	\$1,000	\$19,098	\$4,774	\$22,163	\$3,694
Martinez, Miguel	\$1,375	\$6,457	\$2,100	\$3,500	\$6,625	\$300	\$18,682	\$4,671	\$20,357	\$3,393
Miller, Gifford	\$3,599	\$4,277	\$4,909	\$4,530	\$2,645	N/A	\$16,361	\$4,090	\$19,960	\$3,992
Vallone, Jr. Peter	\$3,928	\$9,300	\$6,375	\$0	\$0	\$0	\$15,676	\$3,919	\$19,604	\$3,267
Gentile, Vincent	N/A	\$2,118	\$6,971	\$5,280	\$1,095	\$2,209	\$15,464	\$3,866	\$17,673	\$3,535
Lopez, Margarita	\$500	\$0	\$3,309	\$8,841	\$520	N/A	\$12,670	\$4,223	\$13,170	\$2,634
Quinn, Christine	\$2,517	\$1,853	\$2,624	\$5,729	\$2,450	\$262	\$12,655	\$3,164	\$15,433	\$2,572
Moskowitz, Eva	\$4,443	\$4,396	\$4,608	\$3,345	N/A	N/A	\$12,349	\$4,116	\$16,792	\$4,198
Clarke, Yvette	\$500	\$1,995	\$2,595	\$3,845	\$2,410	\$1,240	\$10,845	\$2,711	\$12,585	\$2,098
Perkins, Bill	\$0	\$1,140	\$450	\$7,675	\$1,475	N/A	\$10,740	\$2,685	\$10,740	\$2,148
Reyna, Diana	\$1,188	\$2,843	\$1,975	\$4,208	\$1,287	\$0	\$10,313	\$2,578	\$11,502	\$1,917
Brewer, Gale	\$0	\$1,791	\$1,710	\$2,143	\$3,918	\$175	\$9,562	\$2,391	\$9,737	\$1,623
Palma, Annabel	N/A	N/A	\$650	\$1,150	\$6,942	\$1,075	\$8,742	\$2,914	\$9,817	\$2,454
Seabrook, Larry	\$1,020	\$2,944	\$3,705	\$180	\$1,220	\$450	\$8,049	\$2,012	\$9,519	\$1,587
Jackson, Robert	\$0	\$1,263	\$2,750	\$950	\$2,736	\$0	\$7,699	\$1,925	\$7,699	\$1,283
McMahon, Michael	\$0	\$175	\$1,046	\$2,075	\$3,425	\$425	\$6,721	\$1,680	\$7,146	\$1,191
Dilan, Erik Martin	\$0	\$1,033	\$1,900	\$2,133	\$1,235	\$730	\$6,301	\$1,575	\$7,031	\$1,172
Lanza, Andrew	\$1,690	\$874	\$1,537	\$1,671	\$1,640	\$165	\$5,721	\$1,430	\$7,576	\$1,263
Gerson, Alan	\$830	\$1,824	\$0	\$625	\$2,932	\$0	\$5,381	\$1,345	\$6,211	\$1,035
Katz, Melinda	\$4,931	\$4,812	\$0	\$0	\$0	\$0	\$4,812	\$1,203	\$9,743	\$1,624
Felder, Simcha	\$0	\$83	\$650	\$450	\$3,500	\$5,000	\$4,683	\$1,171	\$9,683	\$1,614
de Blasio, Bill	\$390	\$83	\$1,381	\$1,410	\$737	\$108	\$3,612	\$903	\$4,110	\$685
Davis, James	\$0	\$2,388	\$500	N/A	N/A	N/A	\$2,888	\$1,444	\$2,888	\$963

Council Member	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	Total FY03-FY06	Average FY03-FY06	Total All Years	Average All Years
Sanders, Jr. James	\$927	\$1,783	\$1,058	\$0	\$0	\$0	\$2,841	\$710	\$3,768	\$628
Koppell, G. Oliver	\$2,178	\$2,165	\$461	\$0	\$104	\$0	\$2,729	\$682	\$4,908	\$818
White, Thomas	\$2,758	N/A	N/A	N/A	\$2,444	\$1,410	\$2,444	\$2,444	\$6,612	\$2,204
Arroyo, Maria del Carmen	N/A	N/A	N/A	\$2,150	\$0	\$0	\$2,150	\$1,075	\$2,150	\$717
Avella, Tony	\$1,252	\$0	\$0	\$0	\$2,020	\$0	\$2,020	\$505	\$3,272	\$545
James, Letitia	N/A	N/A	\$625	\$0	\$650	\$0	\$1,275	\$425	\$1,275	\$319
Barron, Charles	\$0	\$583	\$400	\$200	\$0	\$0	\$1,183	\$296	\$1,183	\$197
Gonzalez, Sara	\$0	\$83	\$220	\$220	\$500	\$325	\$1,023	\$256	\$1,348	\$225
Yassky, David	\$608	\$283	\$350	\$0	\$342	\$0	\$975	\$244	\$1,583	\$264
Stewart, Kendall	\$0	\$83	\$0	\$0	\$880	\$190	\$963	\$241	\$1,153	\$192
Serrano, Jose	\$0	\$0	\$800	\$0	N/A	N/A	\$800	\$400	\$800	\$400
Baez, Maria	\$0	\$0	\$700	\$0	\$0	\$0	\$700	\$175	\$700	\$117
Reed, Phil	\$0	\$0	\$0	\$0	\$200	N/A	\$200	\$50	\$200	\$40
Vann, Albert	\$0	\$83	\$0	\$0	\$0	\$0	\$83	\$21	\$83	\$14
Boyland, Tracy	\$0	\$0	\$0	\$0	\$0	N/A	\$0	\$0	\$0	\$0
Diaz, Ruben, Sr.	\$0	\$0	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0
Dickens, Inez	N/A	N/A	N/A	N/A	\$0	\$550	\$0	\$0	\$550	\$275
Foster, Helen	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Garodnick, Daniel	N/A	N/A	N/A	N/A	\$0	\$468	\$0	\$0	\$468	\$234
Golden, Martin	\$13,087	N/A	N/A	N/A	N/A	N/A	\$0	N/A	\$13,087	\$13,087
Lappin, Jessica	N/A	N/A	N/A	N/A	\$0	\$554	\$0	\$0	\$554	\$277
Liu, John	\$533	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$533	\$89
Mark Viverito, Melissa	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Mealy, Darlene	N/A	N/A	N/A	N/A	\$0	\$250	\$0	\$0	\$250	\$125
Mendez, Rosie	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Vacca, James	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0
Average Member	\$2,074	\$3,867	\$3,800	\$3,779	\$3,296	\$769	\$11,446	\$3,685	\$17,585	\$2,931
Total All Members	\$105,796	\$197,216	\$197,619	\$196,510	\$191,146	\$39,220	\$782,491	\$195,623	\$927,507	\$154,585
<i>N/A=Not Applicable (person not yet or no longer in office)</i>										