



# Language Access Implementation Plan

**City of New York  
Mayor's Office of Media and Entertainment**

Updated May 2021

## **I. Agency Name and Agency Language Access Coordinator**

- A. **Agency Name:** City of New York Mayor's Office of Media and Entertainment ("MOME")
- B. **Name and Title of MOME Language Access Coordinator:**  
Lori Barrett-Peterson, General Counsel, Mayor's Office of Media and Entertainment
- C. **Link:** <https://www1.nyc.gov/site/mome/about/language-access.page>

## II. Agency Mission and Background

- A. Mission of the Agency:** The Mayor's Office of Media and Entertainment (MOME) works to support New York City's thriving creative economy and make it accessible to all.
- B. Services and Interaction with the Public:** Media and entertainment industries in MOME's portfolio include: film, television, theater, music, publishing, advertising, and digital content. MOME's portfolio also includes the nightlife industry. MOME comprises four divisions:
- **The Office of Film, Theatre and Broadcasting**, which coordinates film and television production throughout the five boroughs.
    - This division interacts with the public by issuing film permits for the use of public property for film and television production.
  - **NYC Media**, the largest municipal television and radio broadcasting entity in the country with a reach of 18 million viewers within a 50-mile radius.
    - This division interacts with the public through its television and radio network.
  - **Programs and Initiatives** in film, television, theater, music, publishing, advertising and digital content to support the development of NYC's creative industries, which account for over 305,000 jobs, and an economic output of \$104 billion.
    - This division interacts with the public through sponsorship of media and entertainment programs (e.g., film festivals, media conferences, performances) and workforce development programs in theater and film/TV.

- **The Office of Nightlife**, supporting the sustainable development of New York City’s nightlife industry which accounts for close to 300,000 jobs and an economic output of \$35.1 billion.
  - o This division primarily interacts with the public through the provision of guidance to nightlife establishments.

## III. Agency Language Access Policy and Goals

### A. Policy and Goals

Through this Language Access Implementation Plan, MOME outlines its commitment to language access and its approach to ensuring that MOME is effectively engaging with the City’s limited English speakers.

MOME’s approach to language access is that limited English speakers should be able to access MOME’s information and services and communicate with MOME staff. It is the responsibility of MOME to proactively inform and provide language assistance services to ensure access. MOME continues to identify and address language barriers for individuals with LEP. MOME ensures accessibility to services and information to individuals with LEP by:

- Utilizing bilingual staff for some roles that involve direct engagement with the public.
- Providing phone interpretation services, through a Citywide contractor, that supports exchanges in languages not spoken by bilingual staff. Telephonic interpretation through a City contractor provides ready access in more than 170 languages. All MOME staff can access MOME’s telephonic interpretation service.

- Providing translations of materials most commonly distributed to the public that contain or elicit important and necessary information regarding the provision of basic City services.
- Training for staff to ensure their commitment to providing language access by explaining the legal obligations and the resources available to them to communicate with limited English speakers and how to access those resources.
- Providing a means for filing complaints about language access at MOME and responding to those complaints.
- Airing foreign language programs on its radio station (WNYE 91.5 FM) and a cable television station (NYC world).

## **IV. Agency Language Access Accomplishments and Progress on Goals from Previous LAIP**

### **A. Accomplishments since 2017:**

- MOME procured a contract with Language Line to provide telephonic interpretation and document translations.
- The Office of Nightlife has translated several COVID-19 related documents into the 10 official citywide languages and MOME has translated the most commonly distributed documents that are not legal in nature.

- MOME provided training to staff in the Film Office, the Office of Nightlife, and public facing reception staff on how to request telephonic interpretation services.
- MOME has provided "I Speak Cards" to reception staff.
- MOME has created a directory of staff who are fluent in multiple languages.
- MOME tracks requests for telephonic interpretation.
- MOME creates documents in plain language and communications staff are aware of the plain-language requirement.

**B. Goals from last LAIP and Updates:**

Goal	Update
Established a dedicated email address ( <a href="mailto:Languageaccess@media.nyc.gov">Languageaccess@media.nyc.gov</a> )	Complete
Staff in the Film Office, Office of Nightlife, and public facing reception staff know how to use Language Line for interpretation needs	Complete
MOME submitted its first Language Access Implementation Plan (LAIP) to MOIA	Complete
MOME's public-facing reception staff has "I Speak" cards in 10 languages	Complete
MOME trained staff who create communications documents about plain language requirements	Complete
MOME posted LAIP publicly	Complete
MOME identified its most commonly distributed documents and translated them where possible (some of our most common documents are legal contracts and we did not translate those)	Complete

MOME procured a contract with Language Line for \$5,000 for FY2021	Complete
MOME included a link on its film permit webpage directing LEP film permit applications to call the office for telephonic interpretation and assistance completing the application	Complete

## V. LEP Population Assessment

MOME applies the “four factor analysis” promulgated by the U.S. Department of Justice to assess obligations for language access as the basis for its Language Access Implementation Plan.

### **Factor 1 – The number or proportion of LEP persons in the eligible service population:**

MOME looked at citywide data to assess the number or proportion of LEP persons and their languages in the eligible service population for our programs, services, and information.

According to an analysis of Census data provided by the Department of City Planning, 49% of New Yorkers above the age of five, or approximately 3.88 million New Yorkers, speak a language other than English at home. Twenty three percent of New Yorkers, or 2 million individuals, are considered limited English proficient (LEP), meaning that they self-identify as speaking English “less than very well.” LEP correlates with an increased need for language assistance. The Office of the Language Services Coordinator has determined that the ten citywide languages are: Spanish, Chinese, Russian, Bengali, Haitian Creole, Korean, Arabic, Urdu, French, and Polish.

### **Factor 2 – The frequency with which LEP individuals come into contact with MOME:**

The frequency with which LEP individuals come into contact with MOME varies according to the division, as follows:

- **The Office of Film, Theatre and Broadcasting** has minimal contact with LEP individuals, as follows:
  - The Office receives over ten thousand film permit applications per year, and fewer than 10 applicants for film permits self-identified as LEP individuals. This is probably because most permit applicants are television networks, movie studios, and professional film and television production companies rather than individuals.
  - The Office also responds to daily communications from residents and businesses concerning film production on public spaces in their neighborhoods. Although the Office receives few such communications from LEP individuals, potentially, any New York City resident could call the Office about film production in their neighborhoods. Film Office staff is regularly reminded about the availability of telephonic interpretation services via Language Line.
  
- **NYC Media** operates three broadcast television stations, one broadcast FM radio station, and five cable channels.
  - One of the broadcast television channels and one of the cable channels simulcasts government meetings and press events.
  - One of the broadcast television channels and one of the cable channels provides lifestyle programming.
  - One of the broadcast channels and three of the cable channels exclusively provide third-party content from CUNY, Sinovision (Chinese language programs), and Caribbean Information Network.
  - One channel is live traffic feeds, which is silent.

The potential audience for NYC Media programs is anyone who has access to a television or radio in New York City, so the proportion of LEP individuals to the overall number of people served probably reflects overall Census data for New York City. NYC Media does not track all of its television viewership or radio listenership, so we do not know the frequency that LEP individuals watch or listen to our programs.

- **Workforce and Educational Initiatives** has a low-to-moderate level of contact with LEP individuals. Many of MOME's workforce initiatives prepare students and jobseekers for careers in the

media and entertainment industries in New York, where English is the predominant language spoken. Some of MOME's educational programs, such as film festivals that are sponsored by MOME, provide foreign language programming.

- **The Office of Nightlife** has a low-to-moderate level of contact with LEP individuals who may be nightlife business owners, members of the public who visit nightlife establishments, and residents where nightlife businesses are operated. The Office of Nightlife also provides information that is important for business owners, such as how to operate in compliance with law.

**Factor 3 – The importance of benefit, service, information or encounter to the LEP person:** Being able to receive information and report problems with filming activity and nightlife establishments is important to an LEP person. Access to NYC Media and educational programs in foreign language is not as important; however, NYC Media's NYC gov station airs government proceedings (such as City Council hearings) and access to this information is important to an LEP person.

**Factor 4 – Resources available:** MOME has contracts with Language Line for foreign-language interpretation and translation, and Lydia Callis for American sign language. Some of MOME's staff are bi-lingual or multi-lingual and can assist with interpretation and translation. And MOME's televised programs are closed-captioned for the hearing impaired to the extent required by law.

The cost to translate MOME's radio and television programs to foreign languages would be very high, and translation would exceed MOME's financial resources. Nonetheless, MOME airs some foreign-language programming that would appeal to LEP individuals.



# VI. Provision of Language Access Services

## A. Translation

- Resources available to provide translation
  - Vendor: Language Line
  - Bilingual Staff: The agency uses bilingual staff to translate very short phrases (e.g., we used a native French speaking staff member to translate signs for “entrance” and “exit”). We do not use bilingual staff to translate documents that are longer than 100 words.
- Lori Barrett-Peterson, the Language Access Coordinator, project manages translation requests. Staff contact her for translations and she submits them to Language Line through the web portal.
- MOME is taking the following steps to translate the most commonly distributed documents to the public:
  - MOME’s most commonly distributed documents are the film permit application and the red carpet premiere application. MOME has no plans to translate its permit applications because the people who request these applications tend to be corporations or other media and entertainment organizations that have English-speaking staff. There is no demand for translation. Over the past several years, fewer than 10 film permit applicants identified themselves as LEP individuals.
    - MOME’s primary contact with the general public is through the audiovisual programs it airs on its television and radio stations.
  - For the advertisement of public programs available to a particular geographic community, MOME will consider advertising the program in the predominant languages spoken in that community and in community and ethnic newspapers.

- MOME follows plain-language principles for documents most commonly distributed to the public that contain or elicit important and necessary information regarding the provision of MOME’s services and for other public communications and MOME uses layout and design strategies to make such documents and communications easier to read, understand, and act upon.
  - MOME has Google Translate built into its website, which can translate MOME’s web-content into numerous language. There are currently no plans for full-scale website translation.
- MOME distributes translated material digitally and through ethnic and community media
- MOME relies on Language Line for quality control of translated materials.
- MOME’s language access coordinator is on MOME’s executive staff and regularly reminds leadership to remind staff who create public-facing materials about the duty to consider language access, plain language requirements, the appropriateness of translations, and how to request a translation.

## **B. Interpretation**

- Resources available to provide interpretation
  - Vendor: Language Line (able to interpret in over 100 languages) and Lydia Callis (for American Sign Language)
  - Bilingual Staff: The agency rarely uses bilingual staff to interpret due to the availability of Language Line.
- Lori Barrett-Peterson project manages interpretation requests. This involves providing staff with the contact number for Language Line and liaising with the vendor about billing.
- MOME provides interpretation over-the-phone primarily (we have no walk-in sites; we do not engage in home visits; the subjects of inspections are media and entertainment film and red-carpet premier permittees with

English-speaking staff; and we have not had public hearings in the past two years)

- MOME almost always uses Language Line for telephonic interpretation.
- Reception staff have available I-Speak cards to identify LEP individuals
- MOME depends on its vendor Language Line to quality control interpretation services. (In 2020, we had no requests for telephonic interpretation. In 2019, we had a few.)
- The Language Access Coordinator trained Film Office Staff, Office of Nightlife Staff, and public facing reception staff in how to use Language Line and reinforced that training through the provision of written materials twice per year.

**C. Language Access in Agency Communications**

- MOME provides foreign language programming on its radio and television network
- MOME is committed to providing some foreign-language programming on its radio and television network. It is impossible to translate broadcasts into the 10 citywide languages.
- MOME ensures inclusive community engagement by providing foreign language programming on its radio and television network (e.g., Sinovision provides Chinese-language programming on one of the City’s cable channels)

**D. Plain Language**

- MOME’s Associate Commissioner for Strategic Communications reviews public-facing materials to make sure that they are written in plain language.
- MOME has a review protocol that requires the Associate Commissioner’s review of public-facing materials.

**E. Policies and Procedures**

- MOME distributed written materials to Film Office staff, Office of Nightlife Staff and reception staff that explains how to use Language Line. MOME also provided I Speak

cards to reception staff and the Language Access coordinator explained how and when to use the cards.

#### **F. Notification of Free Interpretation Signage**

- MOME has no walk-in offices, so we do not post physical signs.
- MOME has a notice on its website for help seeking interpretation for a film permit application:  
<https://www1.nyc.gov/assets/mome/pdf/mome-permit-instructions-2020-02-19.pdf>
- On its COVID-19 resources webpage, MOME has links to NYC DOHMH posters that are translated into the 10 citywide languages

#### **G. Languages Beyond the Top 10**

- MOME ensures that individuals who speak languages beyond the top 10 are able to access services and communicate with the agency through the procurement of Language Line for interpretation services. Language Line provides interpretation in over 100 languages.

#### **H. Emergency Preparedness and Response**

- MOME's emergency announcements are generally provided via Mayor de Blasio's press conferences and announcements on our broadcast network. It is impossible to broadcast in all 10 languages.
- MOME will post notifications to the website that can be translated via the translate feature on the site in the event of an emergency.
- MOME's Language Access Coordinator is a member of the Agency's Senior Executive Staff and is MOME's designated representative on NYCEM Continuity of Operations COVID-19 calls.
- MOME plays a lead role in broadcasting emergency announcements as part of the federal government's WARN Act. WARN Act announcements (e.g., severe weather emergency, missing child announcements) originate at the

Federal Emergency Management Agency and other federal, state, and local sources and we must broadcast the announcements as provided. There is no time to independently translate those announcements.

- MOME has a contract with Language Line for interpretation and translation. We are generally able to obtain translations in three business days.
- Multilingual Outreach: Our broadcast network is MOME's primary means of engaging in outreach during an emergency. We have made it possible to include American Sign Language translation during the Mayor's press conferences.
- Bilingual Staff: MOME does not use bilingual staff for emergency translation or interpretation.
- COVID-19 Recovery: MOME provides links to materials that translated: For instance, we link to the translated posters provided by the NYC Department of Health and Mental Hygiene.

## **I. Licenses and Permits**

- MOME issues over 10,000 permits for filming and red-carpet premieres that involve the use of City public property.
- In consultation with MOIA, MOME has determined not to make film permit materials available in the 10 Citywide languages because the users are almost always media and entertainment companies that have English speaking staff.
- On our website, we have [a link that explains](#) how to request interpretation services for filling out the film permit application:  
<https://www1.nyc.gov/assets/mome/pdf/mome-permit-instructions-2020-02-19.pdf>.

MOME is taking the following steps to provide interpretation services:

- For LEP individuals who call MOME with comments about filming activity or nightlife establishments in their

neighborhood, MOME employees will either utilize an available bilingual employee or use Language Line.

- For large public events, such as a “Town Hall,” where access to information and an opportunity to voice concerns is important, MOME will assess the community where the event occurs and provide American Sign Language and/or foreign language interpreters and translate notices about these events.
- MOME will comply with closed captioning requirements in its televised programs in accordance with Title 47, Part 79 of the Code of Federal Regulations.
- MOME does not have walk-in locations for the public, so we will not be providing multi-lingual signs about the availability of free interpretation services. MOME provides “I speak” cards in the 10 most common languages to members of the public who may be limited English proficient.

**J. MOME uses the following criteria to determine which documents are the “Most Commonly Distributed” and will be translated:**

- Is the intended audience for distribution of documents at least 150 or more individuals? If yes, move to the next question.
- Is the communication intended for the public at large about a program or public service provided by MOME? If yes analyze the potential audience, and if potential LEP individuals are included, consider translating. (E.g., Broadway in the Boros advertisement, posters for nightlife establishments.)
- If the communication is intended for a small segment of the population, are some members of that segment reasonably likely to benefit from translated materials? If yes, translate.

## **VII. Training**

- A. The Language Access Coordinator conducts training.

- B. The staff trained include: Film Office staff, Office of Nightlife staff, and the two public-facing reception employees. MOME tracks employees trained by unit.
- C. When a contractor's staff has a highly visible, public-facing role, we provide them training on language access too.
- D. Training focuses on how to use Language Line to request telephonic interpretation and when to consider and how to request translated materials.

## **VIII. Record Keeping and Evaluation**

- A. MOME's vendor provides monthly reports of usage of telephonic interpretation services and the language requested.
- B. MOME regularly audits its foreign language broadcast programming to ensure compliance with the Federal Communications Act and the NYC Media Production Handbook.

## **IX. MOME Resource Analysis and Planning**

- A. In addition to MOME's Language Access Coordinator, the Associate Commissioner for Strategic Communications ensures that public communications are in plain language.
- B. MOME now allocates \$5,000 to its contract with Language Line and \$5,000 to its contract with Lydia Callis (American Sign Language) per fiscal year. We have not exceeded those amounts, but we can budget more if necessary.
- C. In 2020, MOME established a program that provides advertising for film festivals and other kinds of media and entertainment events in community and ethnic newspapers. Since the inception of the program, we've provided 17 organizations with advertising in community and ethnic media newspapers for fiscal year 2021. Before the end of calendar year 2021, we've committed to providing ads for another 11 organizations.
- D. MOME considers local communities when it plans its radio and television programming and it contracts with some non-profit organizations that provide foreign language programming.

MOME's also considers language and nationality when it sponsors film festivals, ensuring that the City funds a wide variety of festivals presenting content in different languages.

## X. Outreach and public awareness of language access services

- On MOME's website, we have [a link that explains](https://www1.nyc.gov/assets/mome/pdf/mome-permit-instructions-2020-02-19.pdf) how to request interpretation services for filling out the film permit application:  
<https://www1.nyc.gov/assets/mome/pdf/mome-permit-instructions-2020-02-19.pdf>.

## XI. Language Access Complaints

MOME will monitor and respond to public complaints about language access as follows:

- The Language Access Coordinator and team will address all inquiries, requests, and complaints on behalf of MOME.
- The Language Access Coordinator will facilitate resolutions and track response time for reporting purposes.
- Complaints and requests related to language services may be submitted by contacting the Language Access Coordinator at [languageaccess@media.nyc.gov](mailto:languageaccess@media.nyc.gov), by calling 311 (complaints to be forwarded to [languageaccess@media.nyc.gov](mailto:languageaccess@media.nyc.gov)), or by calling us at 212-602-7400. MOME established a dedicated email address for complaints at: [languageaccess@media.nyc.gov](mailto:languageaccess@media.nyc.gov). This email address is monitored by Lori Barrett-Peterson, Language Access Coordinator.
- Complaint data will be tracked quarterly and MOME will include information about complaints as part of our annual reporting.
- MOME has received no complaints to date.



How members of public can submit language access complaints, questions, and requests	Agency 311 Data (CY 2018)	Description of how complaints/requests were addressed
Currently, through 311. However, the public will also be able to submit language access requests through MOMÉ's website, via email.	# of language access complaints received via 311: 0	N/A
	# of requests for language access services via 311: 0	N/A

## XII. Implementation Plan Logistics

Language Access Goal	Milestones	Responsible Staff	Deadline
MOMÉ will post its updated LAIP publicly	In progress	Language Access Coordinator	May 26, 2021
MOMÉ trains its City Cleanup Corps greeters about language access		Language Access Coordinator	June 30, 2021
MOMÉ will renew its translation contracts with Language Line and Lydia Callis		Language Access Coordinator	June 30, 2021
MOMÉ will re-train all staff who create communications documents about plain language requirements		Language Access Coordinator	September 1, 2021

MOME will review the LAIP at least once every three years		Language Access Coordinator	TBD
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