



The City of New York
Department of Investigation

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CITYWIDE CAMPAIGN URGES NEW YORKERS TO REPORT BRIBERY AND CORRUPTION TO DOI
“Bribery & Corruption Are a Trap. Don’t Get Caught Up. Report It. At 212-3-NYC-DOI”

MARK G. PETERS, Commissioner of the New York City Department of Investigation (“DOI”), in collaboration with Frank Ginsberg, Founder, Chairman and CEO of the advertising agency afg&, announced a five-borough media campaign warning New Yorkers of the risks and costs of bribery and corruption and encouraging them to **report these crimes to DOI at 212-3-NYC-DOI**. The poster campaign debuted this week on the sides of buses telling New Yorkers that *“Bribery & Corruption Are a Trap. Don’t Get Caught Up. Report It.”* In the coming weeks, the posters will be displayed in subway stations and subway cars. The subway-and-bus campaign complement an ongoing radio campaign on 1010 WINS and WCBS 880 that drives home the serious impact of corruption through DOI investigative scenarios. Both the print and radio campaigns were created pro-bono by afg&, which also created DOI’s 2013 poster campaign, “See Something Crooked in NYC?,” and the 1990s campaign, “Get the Worms Out of the Big Apple.”

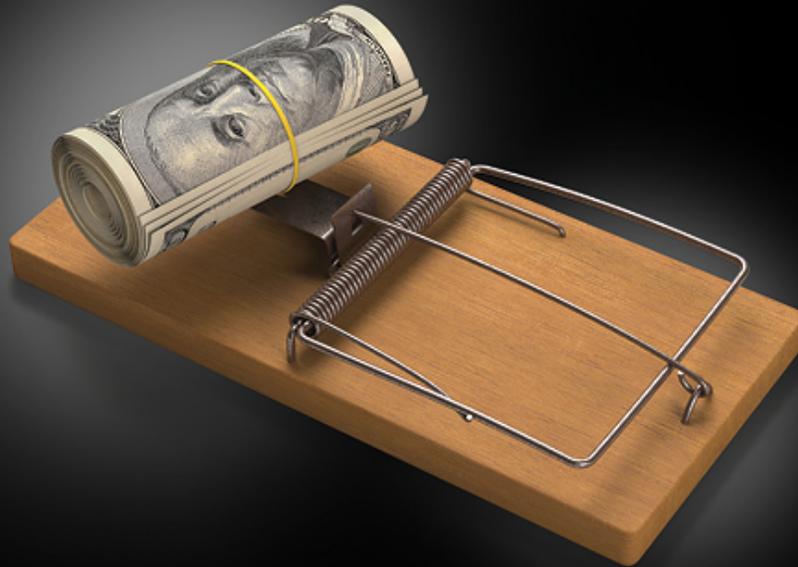
Discussions on the creative concepts for this year’s radio and poster campaigns began last fall with Ginsberg and his creative team. The goal – publicize the damaging blow corruption has on the City and empower New Yorkers to do something about it. The radio segments can be listened to at the following link: http://www.nyc.gov/html/doi/html/pr/media_campaign.shtml A copy of the poster is attached to this release and over the next several months will also be posted at City agencies.

DOI Commissioner Mark G. Peters said, “This media campaign challenges New Yorkers to act if and when they see the crimes of bribery and corruption. This type of wrongdoing corrodes the City’s ability to effectively reach its citizens; impedes progress; and diminishes the people’s faith in government. This campaign underscores that when it comes to bribery and corruption, New Yorkers are part of the solution.”

afg& Chairman Frank Ginsberg said, “It was very important to us that we create a simple yet powerful message imploring New Yorkers to stand up to corruption. More often than not, our citizens know when any wrongdoing is occurring, however don’t know how to report it or whom to call. Through this campaign we are giving New Yorkers the tools to help the DOI stop or prevent these crimes.”

more

**BRIBERY & CORRUPTION ARE A TRAP.
DON'T GET CAUGHT UP.**



Report it at 212-3-NYC-DOI

Theft, fraud, bribery and corruption cost our city dearly every year. If you suspect someone of committing a crime, do what's right. Report it. For all of us. And for the city you call home.



**CITY OF NEW YORK
DEPARTMENT OF
INVESTIGATION**

www.nyc.gov/doi [@DOINews](https://twitter.com/DOINews)

DOI is one of the oldest law-enforcement agencies in the country and New York City's corruption watchdog. Investigations may involve any agency, officer, elected official or employee of the City, as well as those who do business with or receive benefits from the City. DOI's strategy attacks corruption comprehensively through systemic investigations that lead to high-impact arrests, preventive internal controls and operational reforms that improve the way the City runs.

**DOI's press releases can also be found at twitter.com/doinews
*Bribery and Corruption are a Trap. Don't Get Caught Up. Report It at 212-3-NYC-DOI.***