



The City of New York  
Department of Investigation  
ROSE GILL HEARN  
COMMISSIONER



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**DOI MEDIA CAMPAIGN URGES NEW YORKERS WHO 'SEE SOMETHING CROOKED'  
TO CALL DOI'S HOT LINE TO REPORT CORRUPTION**

ROSE GILL HEARN, Commissioner of the New York City Department of Investigation ("DOI"), and Frank Ginsberg, Founder, Chairman and CEO of the advertising agency afg&, announced the launch this week of a media campaign that showcases three iconic New York images and calls on New Yorkers to report corruption to DOI's hot line at **(212) 3-NYC-DOI**. Approximately 3,000 posters will be featured on City buses, subway lines and at bus shelters and subway stations. This year, as DOI commemorates its 140th anniversary protecting New York City from fraud, it is launching this first-ever, five-borough poster campaign that calls on New Yorkers who see corruption to report it to DOI. The posters ask the question, "See Something Crooked in NYC?," with a twist on three quintessential New York visuals: the Brooklyn Bridge, Central Park, and a New York City hot dog (see attachments). The posters were created pro bono for DOI by afg&, the same firm that did the "Get the Worms Out of the Big Apple" posters for the Department in the 1990s.

DOI Commissioner Rose Gill Hearn said, "New York City has a fierce and fair corruption watchdog in DOI. This campaign ensures New Yorkers will know DOI is here for anyone who has information about fraud or corruption in New York City. Frank Ginsberg and his creative team designed an inspiring campaign for DOI and New York City in the 21<sup>st</sup> century."

afg& Chairman Frank Ginsberg said, "One of the most powerful things an image can do is to get people to see the familiar in a whole new way. We think this campaign will open some eyes, and get people to keep their eyes open."

*DOI is one of the oldest law-enforcement agencies in the country. The agency investigates and refers for prosecution City employees and contractors engaged in corrupt or fraudulent activities or unethical conduct. 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 press releases can also be found at [twitter.com/doinews](http://twitter.com/doinews)  
Get the worms out of the Big Apple. To report someone ripping off the City, call DOI at (212) 825-5959.**



REPORT CORRUPTION AT **212-3-NYC-DOI**



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