



The City of New York
Department of Investigation

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nyc.gov/doi

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**DOI LAUNCHES 2018 'SHINE A LIGHT ON SHADY BEHAVIOR' CAMPAIGN IN THE CITY SUBWAYS
CAMPAIGN DRIVES HOME THE MESSAGE THAT CORRUPTION AND FRAUD IMPACT ALL NEW YORKERS**

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 the launch of a five-borough media campaign entitled "Shine A Light on Shady Behavior," in the City subways. The campaign focuses on the public cost of three different corruption scenarios – back alley deals, cutting corners on construction sites, and fake inspections – and encourages New Yorkers to **report these crimes and other corruption they see to DOI at 212-3-NYC-DOI**. The campaign, which debuted last month in subway stations and on subway cars and urban panels, is a continuation of DOI's years' long public awareness campaigns. Last year's campaign, "*Bribery & Corruption Are a Trap. Don't Get Caught Up. Report It*," was also created pro-bono by afg&. The goal of both campaigns has been to publicize the damaging blow corruption has on the City and empower New Yorkers to act and report these conditions to DOI.

DOI Commissioner Mark G. Peters said, "Corruption costs all New Yorkers. This year's campaign again reminds New Yorkers: Report misconduct to DOI and we will investigate and stop it. In partnership with the public, DOI will continue to fight corruption, protect public safety and safeguard valuable tax payer dollars."

afg& Chairman Frank Ginsberg said, "The DOI is a critical agency in maintaining the safety of all New Yorkers. We wanted to highlight the importance of this agency and provide an outlet for all to take part in reducing corruption in the five boroughs."

Each of the posters created for this year's campaign depict a different type of corruption that costs the City and could potentially endanger New Yorkers. In "*All New Yorkers Pay for Back Alley Deals*," a dimly-lit back ally is the perfect place for a clandestine meeting between partners in crime; for the poster, "*Cutting Corners Comes at a Cost*," the rubble of a construction site sits behind caution tape; and in "*Just One Fake Inspection is all it Takes*," the faulty-wiring of an electrical box is exposed, and in turn, exposes those around it to danger. Copies of the posters are now displayed in the subways and are attached to this release. The campaign will also be posted at City agencies.

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/@NYC_DOI](https://twitter.com/NYC_DOI)
Bribery and Corruption are a Trap. Don't Get Caught Up. Report It at 212-3-NYC-DOI.**

more

SHINE A LIGHT ON SHADY BEHAVIOR

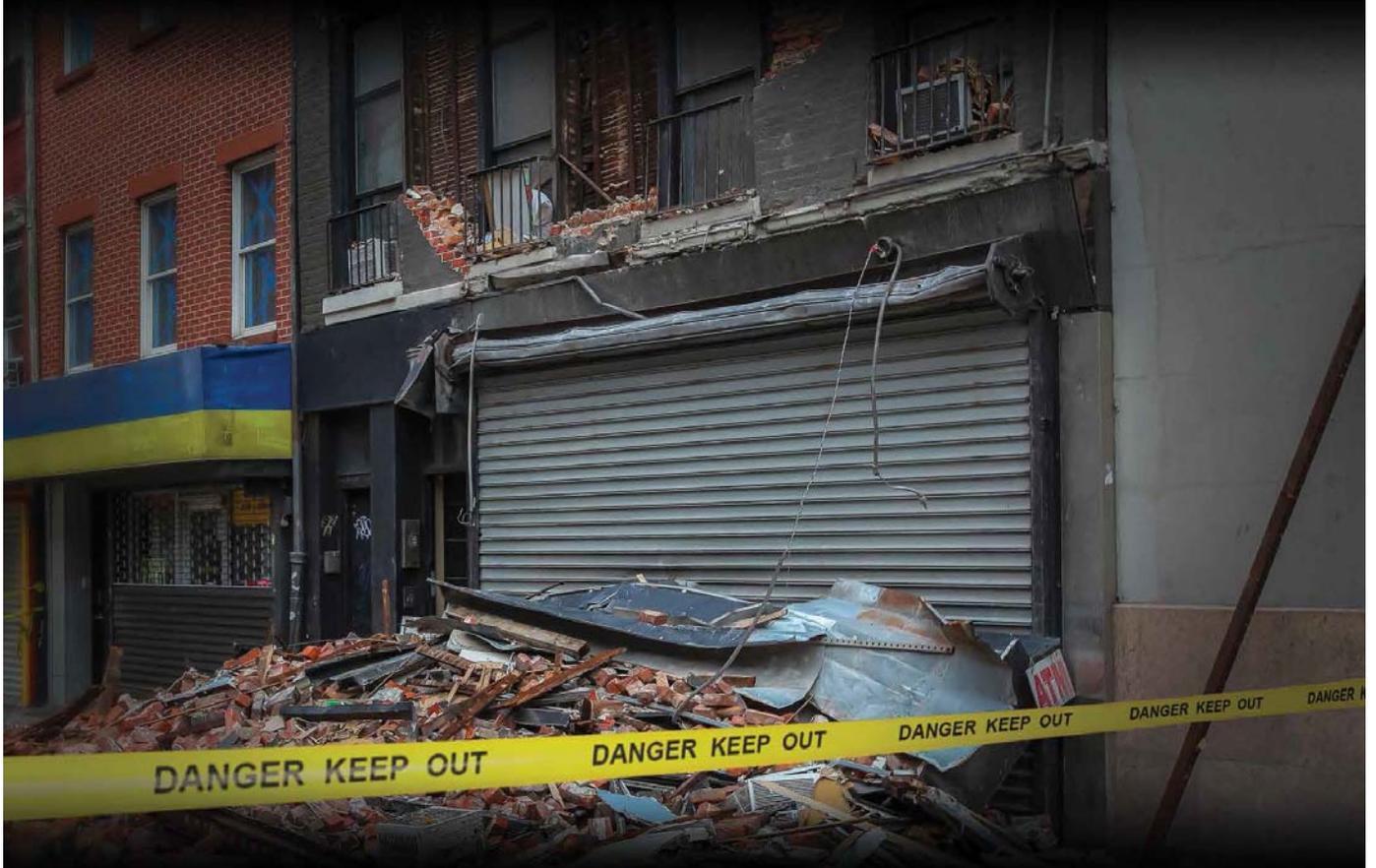


**ALL NEW YORKERS PAY FOR BACK ALLEY DEALS
REPORT CORRUPTION AND FRAUD AT [212-3-NYC-DOI](tel:212-3-NYC-DOI)**



**CITY OF NEW YORK
DEPARTMENT OF
INVESTIGATION**

SHINE A LIGHT ON SHADY BEHAVIOR



CUTTING CORNERS COMES AT A COST
REPORT CORRUPTION AND FRAUD AT **212-3-NYC-DOI**



CITY OF NEW YORK
**DEPARTMENT OF
INVESTIGATION**

SHINE A LIGHT ON SHADY BEHAVIOR



JUST ONE FAKE INSPECTION IS ALL IT TAKES...
REPORT CORRUPTION AND FRAUD AT **212-3-NYC-DOI**



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