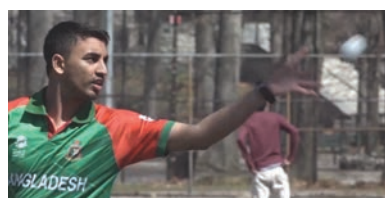




# #mynycstory

## Media Kit





# About

Every neighborhood has a history. Every block has a story. Youth from New York City share stories about how to improve their neighborhoods through community engagement.

Starting in Brooklyn, **the New York City Police Foundation**, in conjunction with local community partners, have provided residents of New York City a platform to tell the world about where they live, work and play. Through video, photos, essays, and other media, students have delved deeply into the background of their neighborhoods, and prominent figures, conducting research and interviewing their neighbors to develop their stories. Come learn about the background behind the names of parks, the impact of community leaders, and the future these kids are planning.

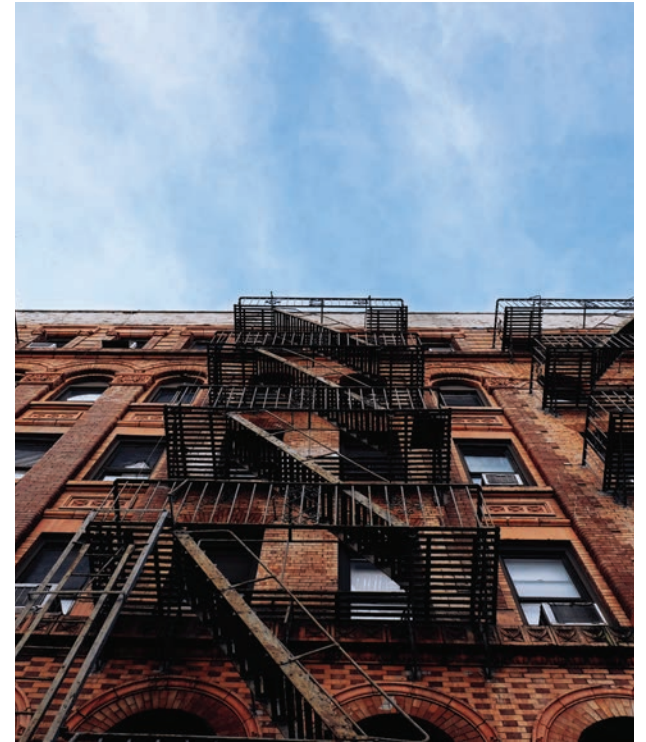


For more information:

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[info@mynycstory.org](mailto:info@mynycstory.org)

[www.mynycstory.org](http://www.mynycstory.org)





# Timeline

**November 16, 2016:**

MyBrooklynStory contest launches.

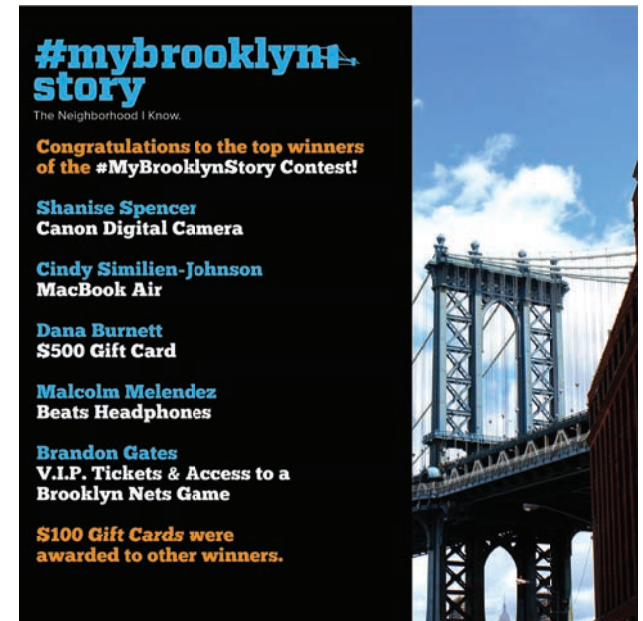
**March 17, 2017:** Deadline for entries for the MyBrooklynStory contest.

**May 2, 2017:** Strategic Communications Fellowship program announced; MyBrooklynStory contest winners announced.

**June 19, 2017:** MyBronxStory contest launches.

**October 27, 2017:** Deadline for entries for the MyBronxStory contest.

Dates for Staten Island, Queens, and Manhattan are to be determined.





**James P. O'Neill**  
Police Commissioner  
(646) 610-6700  
dcpi@nypd.org  
@nypdnews

**FOR IMMEDIATE RELEASE**

**NOVEMBER 16, 2016**

**The NYPD and Brooklyn Borough President Launch #MyBrooklynStory**  
*Connecting the NYPD with all Brooklynites through personal neighborhood stories*

**Brooklyn, New York**— Police Commissioner James P. O'Neill and First Deputy Police Commissioner Benjamin Tucker joined Brooklyn Borough President Eric Adams at Borough Hall on November 16th to announce the official launch of the #MyBrooklynStory project, and website, and a public competition.

With them were young people from the Brownsville, Bedford-Stuyvesant, Crown Heights, Red Hook, Ocean Hill, and Coney Island neighborhoods, all participants in #MyBrooklynStory, which has involved them in telling the stories of their respective neighborhoods through video, photos, essays, and other media.

"Although the NYPD has helped facilitate this project, these aren't police stories," said Police Commissioner James P. O'Neill. "They are stories of entire neighborhoods being engaged. They're about people owning and embracing the environments that shaped them, as well as the people around them, and the people who came before them,"

"I am proud of my Brooklyn story, a story that started as a kid on the streets of Brownsville and has continued to becoming the first African-American to serve as borough president," said Brooklyn Borough President Eric Adams. "There are millions of stories just like mine, each reflecting a rich neighborhood history and brimming with the promise of a bright tomorrow. #MyBrooklynStory is a laudable initiative by the NYPD to bring young people from Coney Island to Crown Heights into the spotlight, all while strengthening the critical bond between communities and the police who serve and protect them everyday"

Every neighborhood has a history. Every block has a story. Working under the title of #MyBrooklynStory, young people from Brooklyn are sharing stories about their neighborhoods and how to improve them through community engagement. The students have delved deeply into the history and background of each neighborhood and its prominent figures, conducting research and interviewing their neighbors to develop their narratives.

Fourteen of these stories have been mounted at MyBrooklynStory.org and will be pushed out on other social media maintained by the NYPD.

[www.nyc.gov/nypd](http://www.nyc.gov/nypd)  
[www.nypdnews.com](http://www.nypdnews.com)





**NYC POLICE COMMISSIONER O'NEILL, BROOKLYN  
BOROUGH PRESIDENT ADAMS, AND NYC POLICE FOUNDATION  
ANNOUNCE NEW YOUTH AND COMMUNITY PROGRAM  
TO STRENGTHEN LAW ENFORCEMENT-COMMUNITY RELATIONSHIPS  
IN BROOKLYN**

\*\*\*\*\*

**WINNERS OF #MYBROOKLYNSTORY CONTEST ANNOUNCED**



May 2, 2017 (New York, NY) – New York City Police Commissioner James O'Neill, Brooklyn Borough President Eric Adams, and the New York City Police Foundation today unveiled the details for the new Strategic Communications Fellowship program at Brooklyn Borough Hall. The new curriculum is designed to give youth from Brooklyn the opportunity to work with NYPD staff to learn about communications and media. Members of the Office of the Deputy Commissioner of Strategic Communications will mentor young people on professional-grade media projects in video, photography, graphics, speech writing, social media, and written materials to show participants how to tailor creative works for specific audiences. The program is part of ongoing efforts of the NYPD to strengthen the relationships between members of law enforcement and the communities they serve.

"I commend everyone who is behind this exciting new program aimed at building strong relationships between police and young people in all the neighborhoods we serve," Police Commissioner James P. O'Neill said. "It's only through ingenuity and hard work that we can evolve as one city and find our way forward, together. Congratulations, too, to all of today's winners of the inventive #MyBrooklynStory contest, backed by the New York City Police Foundation. I'm looking forward to us bringing this project to the Bronx next month, because the people who know best what's going on in a community, and on a specific block, are those who live there every day."

"The NYPD Strategic Communications Fellowship Program is a promising initiative that will empower our young people with the skills to engage with various communities as well as to produce and distribute information in today's digital world," said Brooklyn Borough President Eric L. Adams. "As a 22-year veteran of the NYPD, I understand the importance of bringing our law enforcement officers and young people together to listen, learn, and trust one another. I also want to congratulate all the winners of the #MyBrooklynStory contest. These individuals and organizations have gone above and beyond the call of improving their neighborhoods and working with our young people to shape the next generation of leaders. Fostering these strong relationships is crucial to building One Brooklyn, and I hope the dialogue continues as we work to make our borough a safer place to raise healthy children and families."

In addition to the new program, the NYPD and Police Foundation today announced the winning submissions to the #MyBrooklynStory contest and awarded community partners for helping to facilitate stronger relationships between the NYPD and young people. #MyBrooklynStory invited residents to share their own personal stories about their neighborhoods along with ideas of how their communities can be improved through engagement with community partners and law enforcement. Top winners included Brooklyn residents Shanise Spencer, Cindy Similien-Johnson, Dana Burnett, Malcolm Melendez, and Brandon Gates. Among the local community partners who were recognized were Professor Richard E. Green, Felicia Henry from Brownsville Community Justice Center, Viviana Gordon of Red Hood Community Justice Center, and April Leong from Principal Liberation High School.

"It is so encouraging to see so many young people participating in #MyNYCStory, not only to identify where improvement might be needed, but to offer new ideas and ways that will help make a difference in their neighborhoods," said Susan Birnbaum, New York City Police Foundation President and CEO. "It is our goal to get young people to invest in their neighborhoods now so their communities will be safer for generations to come."

After a successful launch in Brooklyn, the #MyNYCStory program will expand to other boroughs, including The Bronx this June. For more information visit [www.mynycstory.org](http://www.mynycstory.org).

**NYC POLICE COMMISSIONER O'NEILL,  
BRONX BOROUGH PRESIDENT DIAZ, AND NYC POLICE FOUNDATION  
LAUNCH #MYBRONX STORY CAMPAIGN TO STRENGTHEN  
LAW ENFORCEMENT-COMMUNITY RELATIONSHIPS IN THE BRONX**



June 19, 2017 (New York, NY) – New York City Police Commissioner James O'Neill, Bronx Borough President Rubén Diaz Jr., and the New York City Police Foundation today at the Bronx Community College's Roscoe C. Brown Student Center Playhouse launched #MyBronxStory, a new campaign that aims to strengthen the relationship between law enforcement and the communities they serve. The campaign invites Bronx residents to submit photos, videos, and other media to honor the history of their borough and prominent figures in their communities, as well as help identify ways that their neighborhoods can be improved through engagement with community partners and law enforcement.

To help promote the program to Bronx residents, the New York City Police Foundation and the NYPD are working with local schools, businesses, and organizations. Several of these Bronx community partners participated in the kick-off festivities including groups from the Renaissance Youth Center, Bronx High School for the Visual Arts, and renowned photographer Joe Conzo.



"The people who are most attuned to what's happening in our neighborhoods are those who live and work here every day," said Police Commissioner James P. O'Neill. "With the latest installment of this story campaign launching here in the Bronx, members of the NYPD are truly excited about connecting with the public we serve. We previously saw in Brooklyn that the benefit of fostering such positive relationships between the police and the community is a shared responsibility for fighting crime and keeping people safe, in every corner of our great city."

"#MyBronxStory is a great initiative that brings Bronx residents closer to the police department and to one another by sharing what they love about their neighborhoods and how they are working to make their community's a better place. I thank New York City Police Commissioner James O'Neill, and the New York City Police Foundation for launching this innovative new program, and for their continued efforts to strengthen police/community relationships," said Bronx Borough President Ruben Diaz Jr.

Applicants can submit their entries via [www.mynycstory.org/bronx](http://www.mynycstory.org/bronx) through September 29, 2017. The New York City Police Foundation is providing prizes for winning submissions.



"The New York City Police Foundation is thrilled to support #MyBronxStory to see how Bronx residents pay tribute to their neighborhoods, honor the people who make them exceptional, and help identify ways that communities and law enforcement can continue to work together to make the Bronx even stronger," said Susan Birnbaum, New York City Police Foundation President and CEO. "We are so encouraged by the responses we received with #MyBrooklynStory, not just from residents who sent in submissions, but also the support from local businesses and neighborhood institutions who committed to being active participants in their borough. As we continue to expand the campaign throughout New York City we need everyone – residents, neighborhood leaders, and law enforcement – to work together to make all five boroughs of New York City safe places to live, work, and visit."

#MyNYCStory launched in Brooklyn in late 2016 and will expand to all boroughs in the coming months. For more information visit [www.mynycstory.org/bronx](http://www.mynycstory.org/bronx).



## DAILY NEWS

### NYPD top cop James O'Neill launches story-sharing program seeking to connect Brooklyn youth with police



James O'Neill kicked off #MyBrooklynStory, Wednesday, October 27, 2016, at Borough Hall.

The city's top cop wants to get to know Brooklyn's young people.

ANDY MAI  
JOHN ANNESE  
@ny1

NYPD Commissioner James O'Neill kicked off a program on Wednesday called #MyBrooklynStory.

NEW YORK DAILY NEWS  
Thursday, November 11



Wednesday, November 23, 2016

### Brooklynites encouraged to highlight borough life through #MyBrooklynStory

The campaign was launched Wednesday by Borough President Eric Adams and NYPD Commissioner James P. O'Neill.

share on Facebook share on Twitter +1 in



Photo: NYPD News



NYPUnews.com recap

### Police Commissioner O'Neill, First Deputy Commissioner Tucker Help Launch #MyBrooklynStory



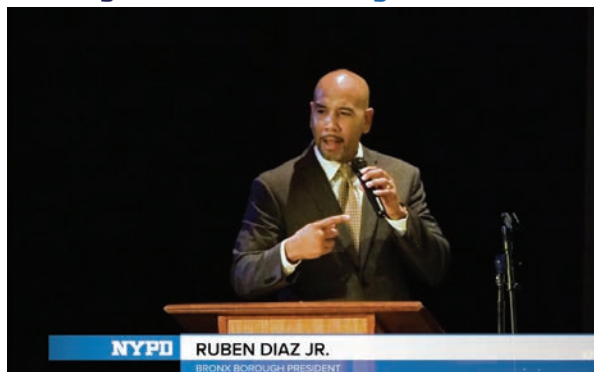
Connecting the NYPD with all Brooklynites through personal neighborhood stories

Police Commissioner James P. O'Neill and First Deputy Police Commissioner Benjamin Tucker joined the New York City Police Foundation and Brooklyn Borough President Eric Adams at Borough Hall Wednesday to announce the official launch of the #MyBrooklynStory project, website, and a public competition.

With them was young people from different Brooklyn neighborhoods — all participants in #MyBrooklynStory, which has involved them in telling the stories of their respective neighborhoods through video, photos, essays, and other media.



### #mybronxstorylaunch



## The New York Times

Every borough has a story — many stories, actually.

Beginning this week, Bronx residents are encouraged to share those experiences as part of the #MyBronxStory project, which aims to improve the relationship between residents of the borough and the police.

People living there — civilians and officers, young and old — are invited to submit photographs, videos, essays and other art that highlight how the Bronx has shaped their lives; the Bronx back in the day; significant places and buildings; community role models; everyday heroes; and ways that residents and the authorities can better connect with each other.

The goal is to help all members of the community realize that they have more in common than they might think.

(The campaign is an extension of #MyNYCStory, a program encouraging city residents to share stories and opinions about how to improve their neighborhoods.)

You can learn more about what to submit and how to submit it [here](#). The competition continues through Sept. 29.

New York Today is a weekday roundup that stays live from 6 a.m. till late morning. If you don't get it in your inbox already, you can sign up to receive it by email [here](#).

For updates throughout the day, [like us on Facebook](#).

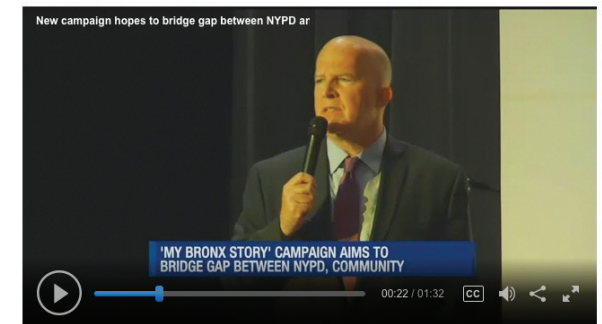
What would you like to see here to start your day? Post a comment, [email us at nytoday@nytimes.com](#), or reach us via Twitter using #NYToday.

Follow the New York Today columnists, [Alicandra Levine](#) and [Jonathan Wolfe](#), on Twitter.

You can find the latest New York Today at [nytoday.com](#).



New campaign hopes to bridge gap between NYPD and community



The 'My Bronx Story' campaign hopes to bridge the gap between the NYPD and the community.

Recommend 13 f t p e + 7

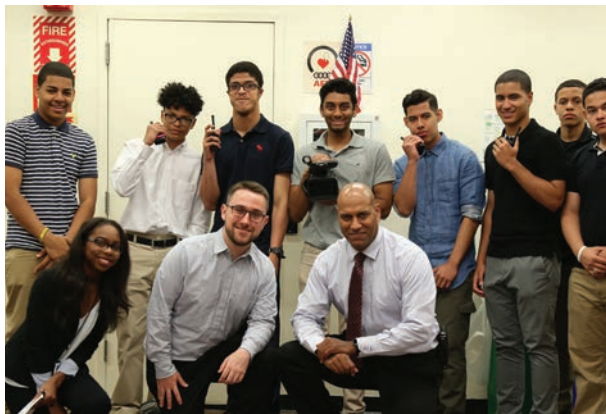


# Fellowship

**The NYPD Strategic Communications Fellowship Program** is a unique program to teach New York City youth effective communication and messaging skills across a variety of media. Working with professionals in each field, groups of young people will learn the fundamentals of communicating in each medium and how to tailor creative works for various specific audiences. Fellows will then be encouraged to work on more complicated projects using multiple media, culminating in a final project using the media of the student's choice.

**Media covered include:**

- **Social Media**
- **Graphics**
- **Video**
- **Speechwriting**
- **Printed Material**





# Contest

## #mybronxstory

Everybody has a story about their neighborhood. We want you to share yours. We are looking to feature photos, artwork, short videos (no longer than 45 seconds), essays (500 words or less), or poems/raps about what makes your neighborhood special. We will select the best submissions and post them. Then everyone will be invited to vote on their favorite entry. This contest is open to New York City residents of all ages

### Top Prizes

- MacBook Air
- Canon Rebel T6i Digital Camera
- \$500 Gift Card
- Beats Pro Headphones

An additional four (4) winners will be chosen to receive a \$100 gift card.

For more information about **#MyBronxStory** and how to participate in the Share Your Bronx Story Contest: [MyBronxStory.org](http://MyBronxStory.org)

Contest ends October, 27, 2017

## #mybronxstory

The Neighborhood I Know


**#MYBRONXSTORY**

Everybody has a story about their neighborhood. We want you to share yours. We are looking to feature original photos, artwork, short videos, essays, poems, and songs about what makes your neighborhood special. We will select the best submissions and post them. Then the public will be invited to vote on their favorite entry.

**PRIZES:**

- MacBook Air
- Canon Rebel T6i Digital Camera
- \$500 Gift Card
- Beats Pro Headphones
- Four \$100 Gift Cards

Submit your story @ [www.mynycstory.org](http://www.mynycstory.org)



## #mybronxstory

The Neighborhood I Know

### Contest Topics

**Outside My Front Door** - Tell us about your surroundings: the street you grew up on, the local landmarks, the park a block away—the places, buildings, and structures that mean the most to you.

**Back in the Day** - Anyone who's grown up in Bronx feels an inherent attachment to their neighborhood and a kinship to the people in it, but we've all had different experiences. Tell us what it was like for you back in the day.

**My Bronx Lens** - Living in the Bronx, whether for your entire life, or just briefly, undeniably shapes a person's perspective. Tell us how your Bronx neighborhood has made you who you are today.

**Community Pillars: Then & Now** - Certain people go above and beyond to build a neighborhood up. Whether they be teachers, politicians, even neighborhood "mayors," tell us who in your neighborhood, past or present, has made a tangible difference.

**Everyday Heroes** - Civil servants like teachers, police officers, firefighters, and emergency service technicians devote their lives to saving others every day, and in turn, are an important fabric of the neighborhoods they serve. Tell us about an everyday hero in your neighborhood that has inspired you.

Submit your story @ [www.mynycstory.org](http://www.mynycstory.org)  
For more information: [info@mynycstory.org](mailto:info@mynycstory.org) or 646-610-4791

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# Stay Connected

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# New York City Police Foundation



**New York City Police Foundation**  
Invest in a Safe City

The New York City Police Foundation provides strategic resources in support of NYPD initiatives that make New York City a safer place to live, work, and visit. The NYPD's budget covers most expenditures for operations, personnel, facilities and equipment, but leaves little to finance innovative initiatives. The Police Foundation invests in programs that are designed to help the NYPD keep pace with rapidly evolving technology, strategies, and training that could not get funded in the city budget.

By supplying seed capital for numerous pilot programs, the NYPD is able to create model programs that stimulate and accelerate innovation to fight crime. Once established, these programs are often expanded and incorporated into the city's budget, leveraging the Foundation's initial investment many times over and having a major impact on NYPD operations.

The New York City Police Foundation is the only organization authorized to raise funds on behalf of the NYPD.

Police Foundation's partnership with the NYPD in action:

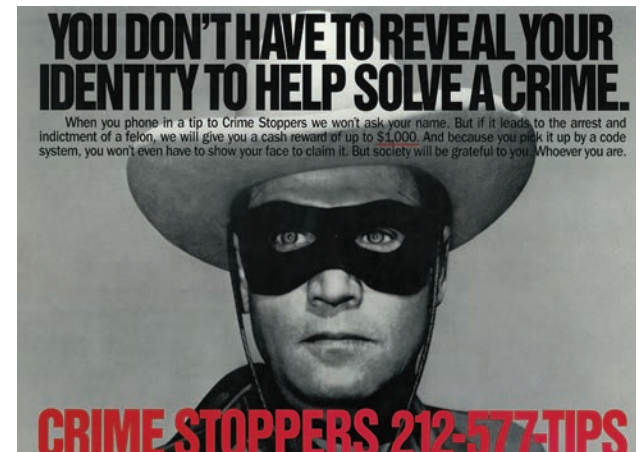
- The Foundation supports counterterrorist initiatives that include the International Liaison Program, which stations NYPD Investigators around the world to gather global intelligence for the protection of New York City.
- All rewards for the Crime Stoppers and Gun Stop programs, which have assisted the NYPD in solving over 5,300 violent crimes and seizing more than 3,500 illegal weapons, are paid by the Foundation.
- The Foundation supports the Neighborhood Policing Program's community engagement activities to improve relations between the police and the communities they serve and to continue to drive crime down.

For more information:

**212-751-8170**

[info@nycpolicefoundation.org](mailto:info@nycpolicefoundation.org)

[www.nycpolicefoundation.org](http://www.nycpolicefoundation.org)



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Invest in a Safe City

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In Partnership with:



**Eric L. Adams**  
Brooklyn Borough President



**Rubén Díaz Jr.**  
Bronx Borough President

