

# BRIEFING THE BOROUGH

A Handbook for Press and Media



**MARK LEVINE**  
MANHATTAN BOROUGH PRESIDENT

## Briefing the Borough

# A Letter from the Manhattan Borough President

Dear Members of the New York City Press,

I want to extend my deepest appreciation for your relentless pursuit of truth and your commitment to holding power to account. Your work is an essential pillar of our democracy, nurturing our communities and fostering informed and engaged citizenship.

Since assuming office in 2022, I have been dedicated to creating a brighter, more equitable borough—a borough that is not only healthier and more resilient but also adept at navigating today's challenges while proactively preparing for the future. I am deeply committed to bringing this vision to life.

I'm eager to answer your questions and share with your readers, viewers, and listeners the initiatives my office is undertaking to make Manhattan a better place for everyone. Whether it's at one of our press conferences or some other event, I'm always willing to stop for a quick chat, respond to your calls, or join a Zoom session to discuss my ongoing projects or whatever is trending in the borough—especially if the conversation is in Spanish or Hebrew!

Inside this kit, you'll find a concise fact sheet prepared by my dedicated Communications Team, that outlines the responsibilities and policy objectives of my office. It also offers best practices for reporters and supplies additional information designed to ensure a smooth collaboration between our office and your newsdesk.

My team and I want to make your job as easy as possible, so please feel free to reach out with any questions or interview requests!

In short, if Manhattan is part of your beat, covering the Manhattan BP's office is a must.

Warm Regards,

**Manhattan Borough President Mark Levine**



## Briefing the Borough

# Meet Mark

As Manhattan's 28th Borough President, Mark Levine is informed by decades of experience in public service and is driven by a deep care for Manhattan and its people. He is a strong believer in the power of local governance to shape lasting change and continuously improve our city for the next generation of New Yorkers. Borough President Levine has been working to create a more equitable, more resilient, and healthier city by striving to ensure the policies, solutions, and work of the Manhattan Borough President's office benefit everyday people, especially historically disenfranchised communities.

Previously, he was the Council Member for the 7th District representing West Harlem/Hamilton Heights, Morningside Heights, and parts of the Upper West Side and Washington Heights. In his eight years in the City Council, Mark was a leading voice in for tenants rights, public health, and equity in our schools, transit, parks, and housing. As chair of the City Council Health Committee, Mark rose to national prominence as a leader in the fight against the COVID-19 pandemic. Prior to his work in the Council, Mark founded a community credit union in Washington Heights, and he began his career as a bilingual math and science teacher at a middle school in the South Bronx.

### What does a Borough President do?

The Manhattan Borough President's office is the only elected office charged with oversight of the Borough of Manhattan as a whole. Our administration works to make Manhattan healthier, more equitable, and more resilient, providing thorough support and tangible solutions that meet the needs of Manhattanites. We work on:

- Constituent services
- Community board appointments
- Policy recommendations
- Legislation (in conjunction with the City Council)
- Land use
- Capital funding allocations
- Special events



# Briefing the Borough

## Policy Initiatives

### Housing Manhattanites

We've identified where 73,000 new apartment units – including 30,000 affordable units – could be built in Manhattan. And there's still room for more.

### AI NYC

The BP is committed to harnessing AI's immense potential while mitigating risks. He's pushing NYC to be a leader in AI safety research, protecting against the threats AI poses to intellectual property and election information, integrating AI in schools and government, and planning for workforce disruptions due to AI.

### Shed the Shed

With Manhattan's 4,000 sidewalk sheds staying up for almost 500 days on average, the BP has introduced legislation to provide more support for buildings struggling to have repairs done swiftly, and hold buildings accountable for failing to complete façade work in a timely manner.

### Public Bathrooms

NYC ranks 93rd out of the 100 largest U.S. cities in public bathrooms per capita. The BP is addressing this head on by successfully passing legislation that requires the City to identify and fund a public bathroom in every ZIP code, as well as requiring the City to open ADA accessible bathrooms in publicly owned buildings across New York.

### E-Commerce Blueprint

Seeking to reduce the environmental impact and safety issues caused by the last-mile delivery of NYC's 2.4 million daily packages, the BP recommends replacing trucks with e-cargo bikes, creating more curbside loading zones, strengthening enforcement of loading zone parking violations, and using the waterfront for cargo delivery and staging.

### Small Business Loan Program

The BP's office provided \$2 million in interest-free loans to Manhattan small businesses recovering from the pandemic, in partnership with the Hebrew Free Loan Society.





## A Climate Ready Waterfront

To protect New York's 500+ miles of coastline and cut through the bureaucracy of the 11 city agencies with coastal jurisdiction, the BP is advocating for the establishment of the NYC Waterfront Management agency – a single, unified agency that can lead the design, construction, management, and governance of our coastal resiliency projects.

## Right to Counsel

After successfully sponsoring the nation's first right to counsel program, the BP is seeing eviction protections being eviscerated. Because of attorney shortages, tens of thousands of tenants facing eviction have not had access to the representation they're entitled to under the law, but housing judges are proceeding with their cases, forcing tenants to navigate housing court on their own. The BP is advocating for judges to freeze all cases where qualifying tenants are not receiving representation until they get a right to counsel lawyer.

## Our administration's long-term priorities

- A recovery that makes NYC stronger and more equitable
- Small business economic recovery
- Affordable housing
- Environmental resiliency
- Improving transportation

## Relevant Topics

The BP has spoken extensively in the media about the following subjects:

- Public health (e.g. Covid, public bathrooms, air quality, etc.)
- Manhattan's recovery from Covid
- Disasters and accidents in Manhattan
- Mass transit
- Congestion pricing
- Cycling infrastructure
- Public realm
- Sidewalk sheds
- Artificial Intelligence
- NYC affordability crisis
- Housing
- Right to counsel
- Urban canopy/trees
- E-commerce delivery
- Cannabis equity
- Climate change
- Supporting small businesses
- Community boards

You can find our full list of initiatives on our [website](#).

# Briefing the Borough Media Assets

## Latest News

You can find a comprehensive list of past media coverage in the [News section of our website](#).

## Videos

You can find recordings of past press conferences, as well as video announcements and other visual materials on our [YouTube page](#).

## Press Releases and Newsletter

You may also find an archive of our press releases and newsletters in the [Briefing Room section of our website](#).

## Logos

Download options include PNG and SVG. For Usage Guidelines, see Figure below. To access our range of logo files, please open our Google Drive [here](#).

## Photos

Please ensure you are using the most current photos of the Borough President for your story.

High-resolution headshots of the Borough President are available for download [here](#). Photo credit: Deneka Peniston.

Additionally, you are welcome to download and utilize photos from selected press conferences and other events from our [Flickr page](#). Please attribute these photos to: Manhattan Borough President's Office.



Correct use of the seal.



Please don't separate items from the seal



Don't invert the colors of the seal.



Don't use colors outside of the brand palette.



Don't place the seal on colors outside of the brand.



Don't shear or rotate the seal or logo mark.



Don't alter the spacing or proportions of the seal or lockups.



Don't change the font or style of the seal or lockups.



Don't place the colored light seal on light brand colors or vice versa

# Briefing the Borough

## Getting in Touch

Kindly direct your requests to [press@manhattanbp.nyc.gov](mailto:press@manhattanbp.nyc.gov).

### Social Media

An avid poster, the BP can be found sharing the latest borough updates on social media. For official communications follow us on Threads, Instagram, Facebook, YouTube, Flickr, and X under the handle @mbpmarklevine.



<https://www.threads.net/@mbpmarklevine>  
<https://www.facebook.com/MBPMarkLevine>  
<https://twitter.com/MBPMarkLevine>  
<https://www.instagram.com/MBPMarkLevine/>

### Requesting Interviews for Breaking News

The Borough President is generally available and eager to give interviews or offer comments on the latest developments in the borough. When news is big and breaking, you're likely to find the Borough President on the scene, armed with the latest details, ready to debrief the press.

We have a preference for in-person interviews, but we're happy to connect you over the phone or via Zoom. We fully understand that the dynamic and unpredictable nature of news leads to numerous last-minute requests, creating challenges for both your planning desk and our scheduling team. However, we'll do our best to accommodate you in a timely manner.

Interviews can be conducted in English, Spanish, or Hebrew. If the Borough President is unavailable for an interview, our press office will promptly provide written statements on his behalf.

Don't hesitate to inquire about any special accommodations you may require. We're here to assist you!

### Press Conferences

When a press conference is on the horizon, the BP's office ensures media outlets and independent reporters are promptly informed through our press mailing list. If you'd like to be added to our list, please send us an email at [press@manhattanbp.nyc.gov](mailto:press@manhattanbp.nyc.gov). Independent and freelance reporters are always welcome!

We usually host at least one press event per month, so be sure to watch for our emails!

For those attending, we recommend arriving 20-30 minutes early to secure a prime spot—it's worth it! We offer media availability before or after the press conference for any additional questions or clarifications.

Our Communications team is happy to provide high-quality photos, videos (in HD quality), and audio materials upon request. We typically do so proactively, but if you can't find something, don't hesitate to drop us an email! We're here to assist you in any way we can, and ensure you can do your job as smoothly as possible.

## Language services

Our Communications team is fluent in English and Spanish, and can get by with Hebrew! Should you require materials or a statement in any additional language, please send a request to [press@manhattanbp.nyc.gov](mailto:press@manhattanbp.nyc.gov), and we will do our best to accommodate.

## Journalism Students

Congratulations to all journalism students! You're on the path to entering one of the most dynamic and, frankly, enjoyable professions available. Trust us—a few members of the BP's Comms team were once journalists themselves!

We recognize that, much like in an actual newsroom, you are likely facing tight deadlines and require prompt responses. However, due to the high volume of inquiries we receive, it's not always possible for us to respond to each one individually. While the BP does make every effort to accommodate everyone, including students, availability can sometimes be limited.

Our advice is straightforward: stay on topic and be concise. It's more manageable for us to address your request if it pertains to a subject with which we are familiar—see our [Policy Initiatives](#) for reference, you may even find the answer to your question there! You're also likely to get a direct response at one of our press events (see: Press Conferences), so be sure to add yourselves to our media list.

Please note, although the BP might not always be available to chat, 99% of the time, his knowledgeable staff can provide the answers to your questions. Don't hesitate to ask!

## Documentary and long-form

Sometimes, a subject demands more than a 15-second soundbite. If you're embarking on an exciting new long-form project focused on issues related to our borough, rest assured, we're here to support you!

Our office is more than willing to accommodate documentaries and other long-form features, which we define as any interview that exceeds 15 minutes—usually ranging from 45 minutes to an hour in some instances. This can encompass a variety of mediums, from print media and podcasts to film. Acknowledging the additional planning





and preparation inherent to these features, we kindly ask that requests be submitted at least a month in advance of the interview—longer if feasible—to allow our scheduling team ample time to secure a suitable slot.

Additionally, we request the submission of a list of questions or topics planned for discussion. While we value spontaneity as much as the next person, we aim to ensure that the BP is thoroughly informed on the subject and can provide the most comprehensive and insightful interview possible.

If you wish to film or record in our office, please let us know beforehand of any special accommodations that your crew requires, as well as what gear will be used, as our building has strict security regulations and will need to be alerted beforehand. Please note, some production crews can require up to an hour or more to set up in our office, which needs to be factored into the calendar.

Looking forward to collaborating with you on your big project!

**Did we leave anything out? Don't hesitate to reach out!**

**General Inquiries:** [press@manhattanbp.nyc.gov](mailto:press@manhattanbp.nyc.gov)

**Reuben Torres, Press Secretary:** 551-287-9805, [reubentorres@manhattanbp.nyc.gov](mailto:reubentorres@manhattanbp.nyc.gov)

**Winthrop Roosevelt, Director of Communications:** 646-939-1263, [wroosevelt@manhattanbp.nyc.gov](mailto:wroosevelt@manhattanbp.nyc.gov)

