

OUR TIME PRESS

THE LOCAL PAPER WITH THE GLOBAL VIEW

Bedford-Stuyvesant's Progressive Community Newspaper
Serving Readers in Brooklyn and Beyond Since 1996

Media Information

a/o January 1, 2014

Our Time Press...

- *...award-winning stories, photographs and features resonate with the paper's diverse pass-along readership of more than 175,000 monthly.*
- *...distinguished journalists write from an historical perspective, telling stories ranging from triumph to despair overlooked by general market media.*
- *...distributes throughout Brooklyn, New York. We deliver 20,000 copies to high traffic areas and centers of influence, including churches, restaurants, hospitals, community centers, senior centers, supermarkets, libraries, schools, colleges and universities, banks and other financial institutions, and five Brooklyn Community Board offices.*
- *...readers take the hard copies to their community block association and social meetings.*
- *...is supporting the efforts of more than 50 local and national organizations who share our missions: to empower, to educate, to inspire the community and to explore opportunities to build a more sustainable future.*

Our People-Focused Columns cover ...

- **Arts**
- **Business**
- **Community Service**
- **Education**
- **Environment & Ecology**
- **Finance**
- **Government**
- **Health**
- **Home & Lifestyles (Special Editions)**
- **Parenting & Family**
- **Profiles**
- **Q&A**
- **Sports**
- **Upstate Roundtable**
- **View From Here**
- **Youth**
- **... and more.**

Our Time Press covers the stories people want to read, from human interest ...

A Field of Dreams in Bed-Stuy

*Mothers and fathers, sons and daughters, take spring
in stride at Bed Stuy Little League Game*

(*Our Time Press – May 2011*) The first warm day of spring last week brought out droves of people to Von King Park’s playgrounds, benches and grassy areas, but the center of attraction was the Little League Field, where the Inner City Sports Little League had a Minor Division game between the Diamondbacks and the Giants.

Here, parents and elder relatives gathered an all-volunteer effort to support one of Central Brooklyn’s most successful programs ...

... to hard-hitting exposes of city-wide impact and universal interest.



(*Our Time Press - December 17, 2011*)

Rain did not deter 500 “Occupy Our Homes” protesters who marched the streets of East New York on Tuesday. The group took a tour of foreclosed homes in the area and supported one family who “liberated” a foreclosed home on Vermont Avenue. Chants ranged from, “All day, all week, Occupy East New York,” “We are the 99%,” “the people united will never be defeated,” “Banks got bailed out, we got sold out,” “get up, get down, there’s revolution in this town.”



The crowd flowed from the sidewalks to the streets, at times blocking traffic. As the drivers drove by, they honked in solidarity. Inspector Jeffrey Maddrey, commanding officer of the 75th Precinct, was there to supervise his officers who were patient and respectful throughout the entire peaceful march.

Our Time Press highlights unrecognized heroes and sheroes ...

Last weekend, Parks & Recreation Commissioner Adrian Benepe joined Brooklyn Borough President Marty Markowitz, City Council Member Al Vann, family members of Buddy Keaton, members of Brooklyn Community Board 8, kids from Brooklyn Recreation Centers and members of the community to cut the ribbon on the new \$2.8-million Buddy Keaton Field at St. John’s Park and dedicated the field to beloved Brooklyn figure and Parks employee, James “Buddy” Keaton.



... and dig for the core of larger-than-life figures.

Last week we reported that Rev. Dr. James A. Forbes, Jr., former senior minister of Riverside Church, has embarked on his next chapter as the Harry Emerson Fosdick Distinguished Professor of Union Theological Seminary (UTS) and is launching a national ministry of preaching and spiritual renewal.

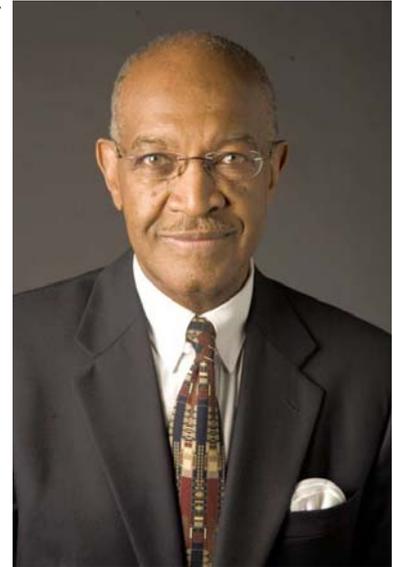
Our Time Press spoke with Dr. Forbes about his new mission.

OTP: I see you've followed Reverend Fosdick's dictum of not retiring from something but retiring to something.

FORBES: Sir, I think the people fooled me a bit. They put me on a hydraulic lift, took off the old threadbare tires, put on new tires, let me down and said, "Roll on because you've been 're-tired'." So I guess that's the new meaning of retirement, put on new tires and roll on a little bit longer.

OTP: And now your new ministry is to counteract the increasing divisiveness, intolerance and incivility. What do you see as the root of that and how do you plan to get at them?

FORBES: My thinking is that in times of transition, especially if there are traumatic changes. It leaves people with a sense of disquietude and insecurity. And they seek, usually when it's really perilous for them to find out who is responsible for making me so uncomfortable, changing things around or making me feel insecure, and they usually will reach out for some kind of scapegoat.



City's Top Environmentalists and Central Brooklyn Earth-Stewards Launch NHS-Bedford Stuyvesant & Magnolia's... Project Green

NYCHA Commissioner Marguito Lopez, City's top environmentalists and the American Museum of Natural History's Michael J. Foster, Full Spectrum of New York's Carlin A. Brown, Sustainable South Bronx's Davina Lee delivered Messages to Community

(Brooklyn, NY - April 2008) History was made on Saturday April 5 in North Brooklyn's Mt. Pleasant Historic Church when five of the city's top environmentalists converged to meet with community leaders and residents to share news of and new initiatives to develop a Sustainable Future for Central Brooklyn.

The dialogue ("Towards a Sustainable Future: Commission Developing Greenprints for Change") kicked off Brooklyn's first April Earth Month community-sponsored environmental awareness initiative, Central Brooklyn's PROJECT GREEN.

Conceived by Neighborhood Housing Services (NHS)-Bedford-Stuyvesant, endorsed by Magnolia Tree Earth Center and developed by Legacy Ventures, PROJECT GREEN is a multimedia collaboration between various community groups promoting engagement of the total community in nature and "green" issues while working together to create a sustainable future for the community and the youth who will lead it.

NHS-Bedford Stuyvesant chair James Durrah said, "In 1995, the United States Environment began funding (first through the Department of Education and now the Department of Environmental Protection) environmental education as a means of letting communities know that they had a right to know about pollution, commitment and the actions defined as 'best practice' to avoid or fix the with the errors of the past. Based upon a year 2000 report to Congress, the efforts of the EPA (Environmental Protection Agency) have been far too dilute and ineffective and have not produced the informed communities as envisioned by the legislation, and therefore it is the community's responsibility to educate ourselves."

"With an ice-shelf seven times the size of Antarctica, Katrina-strength hurricanes said to be coming more often, forest and other indicators of global warming are telling us there is something happening which is unacceptable and will have consequences for our children and grandchildren," said David Greaves, Board chair, Magnolia Tree Earth Center.

"With this 'green' revolution," says Greaves, "instead of being the unpaid fuel of human power that the nation ran on for 400 years, African-Americans have an opportunity for careers, jobs and businesses to make our young people proud of a whole world of possibilities and an integral part of the revolution."

Emphasizing the collaboration between Neighborhood Housing Services of Bedford-Stuyvesant and Magnolia Tree, Durrah, Greaves, Board chair, Magnolia Tree Earth Center, from a new perspective, Durrah "was that the green housing movement was taking root across the country and NHS wanted to be more holistic to influence healthy, environmental housing." Durrah says NHS "accepted a challenge from Neighbors'Work, America to develop an Earth Day event with other organizations in Bed-Stuy. Partnering with business, non-profits and schools, NHS and Magnolia Tree hope to launch a sustainable environmental movement in Bed-Stuy."

The dialogue Community-Sponsored Environmental Awareness Campaign launch was hosted by Mt. Pleasant Historic Church and covered key topics in Energy, Solutions to Environmental Concerns, Sustainable Economic Opportunities and Careers, and How to Prepare Our Children for the Future.

The event featured a panel presentation with four of New York City's leading environmentalists sharing invaluable information and new developments in the "green movement" evoked. Directed by



Durrah, and moderated by Greaves, the panel included Commissioner Marguito Lopez, NYCHA environmental coordinator, Carlin A. Brown, COO Full Spectrum of NY, Dr. Michael Blake, NYC College of Technology and Michael J. Foster, Center for Endowment and Conservation, American Museum of Natural History. In addition, a report titled "The Green Building: Sustainable South Bronx organization provided an expert activist's perspective on the increasing urban pollution."

Other highlights included an insightful "Community Speaks" segment: presentations by community organizations, agencies and the award-winning Robotic team members from E.S. 21 and PS 10 (see Youth Central, page 10), children and displays, and strategic networking sessions. A "green contest" launch fully sponsored by National Grid was prepared by local entrepreneurs Christine Mial (sandwich shops) and Anita Karenga (Akala Juice).

Greaves opened Commissioner Lopez on the issues the NYC Housing Authority continues when disposing of trash, including recycling of historic and the new energy-efficient recovery called light bulbs. "This is an example of the kind of thing that we have to guard against," she emphasized, including top commercial waste hauler NYCHA has 17000 units of housing and is implementing a Green Agenda, which includes separation of recyclable material, garbage disposal and waste management, she said.

Fox News Caught in the Act of Rev. Jeremiah Wright and Sen. Barack Obama
page 2

Raising Awareness Speakers Share Knowledge and Strategies for Sustainable Future
page 3

Our Time Press is leading other community media in creating local awareness of environmental justice and the "Going Green" historical movements.

Our Time Press listens to the community pulse and tells the stories that affect people's welfare ...

... and wellbeing.

Exclusive Our Time Press Event



People's Convention initiated by *Our Time Press* in 2002.

Readership Demographics

Our Time Press is primarily distributed in Kings County New York where the 850,000 African-American and Caribbean residents would comprise the 11th largest city in the United States.

A reader survey conducted by Our Time Press provided the following information about our readers. Our predominantly African-American & Caribbean readership

- 80% African-American and Caribbean, 20% white
- 60% Female
- Average household income \$38,000+
- 32% have completed college
- 76% have completed high school
- 85% are 25 years of age or older
- 30% own their own home or apartment

Circulation: Printing 20,000

Distribution Breakdown by Zip Codes:

11201 -	1,200
11205 -	1,000
11207 -	1,200
11208 -	1,500
11212	1,700
11213 -	3,000
11216 -	2,200
11217 -	1,500
11221 -	1,500
11225 -	1,500
11233 -	2,200
11238 -	1,500

Newspapers deliver.

71% of adults (165.6 million adults) read newspapers

85% of adults with advanced degrees read newspapers

85% of women in professional occupations read newspapers

80% of households earning \$100,000 or more, read newspapers

Newspapers deliver the strongest audience; an audience that always includes the most powerful consumers, the most educated citizens, and the most involved business and government leaders.

(New York Press Service)

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(Partial Listing)

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HSBC

Interfaith Hospital

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until now, include...**

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Flowerworks Flower Shop

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Little Sun People

ERA-Petkoff Real Estate

Community Partnerships

Bedford-Stuyvesant Family Health Center, Inc.

Bedford-Stuyvesant Real Estate Board

Bedford-Stuyvesant Restoration Corporation

Bedford-Stuyvesant YMCA

Black Veterans for Social Justice

Bridge Street Development Corporation

Brooklyn Community Board 3

Magnolia Tree Earth Center of Bedford-Stuyvesant, Inc.

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