

**Brooklyn Academy Local Development  
Corporation**

(Brooklyn, NY)

*Parks-Hall*

**Total Award: \$50,000 over 1 year**

To support Parks-Hall a multi-disciplinary arts organization that seeks to utilize the arts as a tool to uplift and unite those who have been disenfranchised and oppressed. The primary initiative of Parks-Hall is *Free* magazine (and CD), a free arts and culture publication that showcases independent, emerging and overlooked artists of color. *Free* is a glossy high quality publication that has an audience of 280,000 readers in New York, Los Angeles, Chicago, Philadelphia, Atlanta, Oakland, Washington DC, London and Johannesburg. *Free* combines prose, performance and visual expression in a format that encourages artists to discuss, analyze and critique community concerns such as racism, sexism and homophobia. Readers use *Free* to facilitate dialogues within communities. More than 63 artists' works have been featured to date in *Free*. The Parks-Hall staff are educators and media makers who have worked in the commercial sector. In addition to publishing *Free*, they partner with other groups to develop programs for young artists/activists. Other projects include; *FREE* Youth Leaders, a leadership training institutes with a curriculum that includes writing, publishing, design and marketing; and Youth Voices on Lockdown, a partnership with Columbia University's Institute for Research and African American Studies that confronts the criminal justice system through the lens of the performing arts. With NCF support, Parks-Hall will implement phase 2 of its strategic plan which includes developing a fundraising plan; increase the production of *Free*; expand its website so that it links to the magazine; pursue other mission based partnerships with community organizations; increase volunteer participation for Youth Voices on Lockdown and establish e-commerce opportunities on its website.

***Program Contribution Breakdown:***

**\$50,000** Arts and Culture Program: *Objective I, Strategy 3*