



Christopher O. Ward
Commissioner

Log # 2002-0785

Date 7/19/02

Due Date _____

TO: Avallone / Greeley / Gaffoglio

RE: _____

XC: Egan / McCarthy / Sturcken

A. () Submit Written Comments

G. () Represent me

B. () Handle-Report
Outcome by Memo

H. () Prepare Reply for
My Sig.

C. () Coordinate-Report
Outcome by Memo

I. () Reply Directly-Copy
for me

D. () Talk to me About This

J. () Draft for City Hall
as Noted

E. () Per our Discussion

K. () F.Y.I & File

F. () Take Appropriate Action
(No Need to Report Back)

() Additional Remarks _____

File Copy _____

NOTE: Please Note Log# or other referred reference, whenever
submitting Response, Comments, Reports, Copies, etc.



2002-0785

THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, N.Y. 10007

DANIEL L. DOCTOROFF
DEPUTY MAYOR FOR
ECONOMIC DEVELOPMENT AND REBUILDING

MEMORANDUM

TO: All Commissioners

FROM: Deputy Mayor Daniel L. Doctoroff 

RE: Lower Manhattan Public Information Campaign

DATE: July 17, 2002

I am writing to inform you of an exciting project that we recently launched that will require your participation. In partnership with the Lower Manhattan Development Corporation and the Federal Emergency Management Agency (FEMA), the City is creating the Lower Manhattan Public Information Campaign. We have retained Edelman Public Relations to develop and implement an information coordination and distribution plan, which will include a website, newsletter, and other outreach strategies. This project will last approximately one year, and is being funded by FEMA.

This campaign seeks to provide people who live in, work in, and visit Lower Manhattan with access to consistent, timely, and useful information regarding the area's rebuilding. Providing this information will inform our constituents of activity in Lower Manhattan and will seek to restore public confidence in the area. By establishing one credible location in which constituents can find information about everything from air quality monitoring to road construction to site planning, we hope to ease the confusion and anxiety that surround the information generated regarding Lower Manhattan. We anticipate that the website will be launched in early September, and that the newsletter and other outreach materials will be distributed beginning around the same time.

The most important part of this campaign will be the Lower Manhattan-related information that will be disseminated on a regular basis. This is where you come in. We need each and every agency involved in Lower Manhattan activities to work with my staff and the Edelman team on an ongoing basis to provide the information needed to make this campaign a success. We will be reaching out to you and your staff to begin this process within the next week. If you have any questions about this process, please contact Laurel Blatchford on my staff at 212-788-2993.

I look forward to working with you and your staff to make this campaign as effective as possible. Thank you in advance for your cooperation and hard work.