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**Cc:** Greenberger, Sharon; Sumowicz, Alessandra  
**Subject:** xx Notes from WG meeting

Hello all -

Please find attached the notes from today's working group meeting. Today's discussion provided us with a good foundation for the work we will be doing to get the task force's facts, figures, and plans out there. We will reconvene this group within the next week or so to discuss a more coherent strategy, once key decisions have been made and the application for FEMA funding has been finalized. Any questions or comments, please let me know.

Thanks for your participation.  
 Best regards,  
 Laurel

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O working group mtg  
 notes 3.18.02.doc

<<PO working group mtg notes 3.18.02.doc>>



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Environmental  
Protection**

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**Joel A. Miele Sr., P.E.  
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## PUBLIC OUTREACH WORKING GROUP March 18, 2002 Meeting Notes

### Audiences

- Advocacy groups
- Businesses, large and small
- Cleaning contractors
- Elected officials
- Emergency workers/first responders
- Government workers (City, State, federal)
- Media decision makers (ie news directors)
- Medical professionals/health care providers
- Outside organizations with interest in air quality (NY Environmental Law Project)
- Parents
- Property owners and managers
- Real estate community (brokers, etc)
- Residents – renters, owners
- Trade associations
- Tourists
- Unions

### Messages

- Acknowledge what we don't know, acknowledge real problems caused by 9/11
- Ensure consistency of information, consistency of tone
- Address standards question head on, educate as appropriate
- Provide standard definitions and clarifications of terms, as appropriate
- Provide "how-tos" as appropriate
- Emphasize what City has learned from 9/11 experience
- Translate, interpret levels of exposure
- Set benchmarks and meet them

### Communicating the Message

Key decisions regarding environmental health message have not yet been made; nonetheless, we have some models that we can use to guide us.

- "Capitol Building" strategy
- "West Nile" strategy
- Use of expert testimony
- Proactive approach to good news stories
- Highlighting milestones



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