

Gilsenan, Michael

From: Jim Miller [jmill@health.nyc.gov]
Sent: Tuesday, March 12, 2002 6:43 PM
To: lilan@cityhall.nyc.gov; michaelgi@dep.nyc.gov; Andrew Tucker; Greg Butler
Subject: Re: Fwd: advertising hotline

DOH's plan to help increase hotline visibility. I noticed on NY 1 today that they ran a story on LM air quality but never showed the hotline number. Any chance of giving them a call?

Re: Fwd:
advertising hotline

Gilsenan, Michael

From: Jennifer Mandel [jmandel@health.nyc.gov]
Sent: Tuesday, March 12, 2002 4:55 PM
To: Greg Butler; Ron Bergmann
Cc: Arlene Hoffman; Jim Miller
Subject: Re: Fwd: advertising hotline

How about a link on our home page with large text similar to the "New York City Department of Health Continues to Respond to the World Trade Center Disaster"

The link can say:

"NYC Activates Lower Manhattan Air Quality Hotline 212-221-8635" and link to the press release. The press release was issued by the Mayor's Office and can be found at

<http://www.nyc.gov/html/om/html/2002a/pr050-02.html>

>>> Ron Bergmann 03/12/02 03:22PM >>>

Greg and Jennifer - can you draft something to highlight on the website? Thanks.

Gilsenan, Michael

From: Greg Butler [gbutler@health.nyc.gov]
Sent: Tuesday, March 12, 2002 9:42 PM
To: lilan@cityhall.nyc.gov; michaelgi@dep.nyc.gov; Jim Miller
Cc: Andrew Tucker
Subject: Re: Fwd: advertising hotline

I spoke with Cynthia from NY1, asked them to include the number, and faxed them over another copy of the mayorial press release. We'll see if they comply. It may not hurt to have someone from the mayor's press office follow up in the morning.

>>> Jim Miller 03/12/02 06:43PM >>>
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