

George E. Pataki
Governor

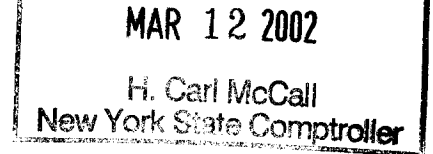
Patricia P. Pine, Ph.D.
Director



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March 6, 2002 OFFICE OF THE STATE COMPTROLLER

Honorable H. Carl McCall
State Comptroller
110 State Street
Albany, NY 12236



Dear Comptroller McCall:

This is in response to report 2001-S-37 regarding the audit of State Agency and Authority Advertising Practices conducted by the Office of the State Comptroller. The report includes the following recommendation for the state agencies and public authorities:

"2. Develop and use marketing plans for advertising programs and measure the effectiveness of those programs in achieving stated performance goals."

Our Office does not usually conduct advertising campaigns. The advertising campaign related to the Home Energy Assistance Program referenced in the audit was of a one-time nature. Currently, we do not have plans to conduct a future advertising campaign. If the need for an advertising campaign occurs in the future, we would consider development of a marketing plan for the advertising program.

Please contact James Foy at (518) 473-4808 if you have any questions concerning this response.

Sincerely,

Patricia P. Pine, Ph.D.

cc: Hon. George E. Pataki
Hon. Joseph L. Bruno
Hon. Sheldon Silver
Hon. Ronald B. Stafford
Hon. Herman D. Farrell, Jr.
Hon. George D. Maziarz
Hon. Steven Englebright
Andrea Zaretski
Frank Maresca, DOB
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