

NYSERDA New York State Energy Research and Development Authority

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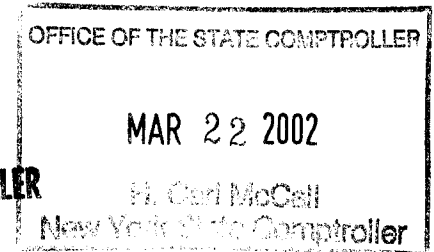
March 15, 2002

Honorable H. Carl McCall
Comptroller
New York State
Department of Audit and Control
Alfred Smith State Office Building
Albany, New York 12236

OFFICE OF THE STATE COMPTROLLER

MAR 26 2002

**ROBERT H. ATTMORE
DEPUTY COMPTROLLER**



Dear Comptroller McCall:

Pursuant to Executive Law Section 170, I hereby submit NYSERDA's response to the final report State Agency and Authority Advertising Practices (2001-S-37) issued by the State Comptroller.

The report contained one recommendation for public authorities to "develop and use marketing plans for advertising programs and measure the effectiveness of those programs in achieving stated performance goals." The report noted that NYSERDA's advertising programs had used pre-established goals and well as ongoing monitoring and evaluation of actual results. As such, the recommendation included in the report did not result in any corrective action by NYSERDA.

Should you wish to discuss this response further, please contact me.

Sincerely,

A handwritten signature in cursive script that reads "Vincent A. DeIorio".

Vincent A. DeIorio, Esq.
Chairman