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For Immediate Release:

**WHAT CAN I DO? PUBLIC SERVICE TV CAMPAIGN AND WEB SEARCHABLE DATABASE
WILL HELP NEW YORKERS FIGURE OUT WHAT THEY CAN DO TO HELP**

NEW YORK, Nov 29 -- Neal Marshad Productions has contracted with the Citizens Committee for New York City, Inc., to provide creative and technical services for a new TV campaign and web searchable database (<http://www.marshad.com/nyc>) to help the neighborhoods and residents of the City after the attacks of September 11th.

The series of Public Services Announcements will air on local television stations, using actress Kathleen Turner, actor Jerry Stiller, jazz vocalist Cassandra Wilson, and local civic leaders to call attention to the ways New Yorkers can contribute to the city's healing and rebuilding process. Created by the Emmy Award winning director/producer Neal Marshad, the "What Can I Do?" campaign will direct viewers to the Citizens Committee by phone and on the web for help and information. Once at the website, users will be able to search all five boroughs of New York City to find out detailed information concerning over 4,000 neighborhood associations. More info is available at:
http://www.marshad.com/citizens_committee/

According to Marshad, "We are pleased to help the Citizens Committee for NYC with its efforts after the attacks of September 11th. We will provide a comprehensive solution: a public service TV campaign combined with a web searchable database located at: <http://www.marshad.com/nyc>. New Yorkers want to help but are uncertain as to what they can actually do, and we believe the grass roots level is where they should begin and a neighborhood association is the right place to start."

Recognizing the public's need to do something in the aftermath of the World Trade Center attacks, the Citizens Committee for New York City has been compiling information on what neighborhood volunteers are doing in response to the tragedy throughout the five boroughs. With that information, the Committee is creating a set of Neighborhood Action Guides for those who want to undertake volunteer projects responding to the attacks. The guides provide "how to" information on local interfaith dialogues, projects to assist victims, and health and safety projects.

According to Citizens Committee President Michael Clark, there will be several topics for action that New York City residents can take, such as:

1. Victim Assistance: ongoing relief efforts, including victim assistance.
2. Know your Neighbors: join block and neighborhood associations; how to get and stay involved.
3. Health information and preparation: develop a community emergency plan; create phone and email trees, list heads of block associations, tenant associations, faith-based groups, volunteer groups, etc., to quickly get in touch with the community in event of emergency; Create fact sheets on anthrax, smallpox, and other bio hazards.
4. Safety preparedness: guidelines for 911 reporting; guidelines for block watch groups; how to connect with Precinct Councils; how to create neighborhood shelter; how to develop a neighborhood evacuation plan; guidelines to reporting bias incidents and hate crimes.
5. Neighborhood Unity: strategies to bring neighborhoods together and to prevent bias or hate crimes.
6. Neighborhood emergency services directory: a directory listing local counseling facilities, hospitals, health clinics, police precincts, neighborhood, block and tenant associations, neighborhood watch groups, fire station(s), police precinct(s) and other emergency services.
7. Neighborhood Counseling Referrals: create a directory that identifies and lists local professional and faith-based counseling resources.

When viewers call, the Citizens Committee will offer Citizens Committee resources: a Relief Efforts Response Database and Neighborhood Action Guides:

- How to Organize or Fundraise for Neighborhood Relief Projects
- How to Organize a Neighborhood Services Directory
- How to Develop a Neighborhood Health Education Campaign
- How to Develop a Neighborhood Safety Education Campaign
- How to Organize Neighborhood Unity Projects
- How to Create a Neighborhood Counselling Referral Network

About Neal Marshad Productions:

Marshad Enterprises Inc.TM (<http://marshad.com>) is the corporate owner of Neal Marshad ProductionsTM the Emmy Award winning designer and TV production company. For over twenty years, Marshad has created for network and cable television and has over thirty awards in design, film and television, including an Emmy Award for Outstanding Individual Achievement in Directing and Cinematography. For over fifteen years, Marshad produced short films for NBC Saturday Night Live. Marshad was named one of the Top 100 Producers of Year 2000 by the publishers of AV Video Multimedia Producer Magazine. Marshad previously created the *Who Cares About New York City?* campaign and the *Start Your Own Block Association* campaign for the Citizens Committee for New York City. For more information, go to: <http://www.marshad.com>

About the Citizens Committee for New York City:

The nonprofit Citizens Committee for New York City, founded in 1975 by the late Senator Jacob Javits, supports projects by neighborhood resident volunteers to improve the quality of life in New York City. The Citizens Committee's four program departments provide small grants, training, self-help publications and technical assistance to more than 12,000 block, neighborhood, tenant, youth, faith-based and other local volunteer associations throughout the city's five boroughs. The Committee helps New Yorkers of all ages form new organizations, strengthen existing ones and take action to improve their neighborhoods. For more information, go to: <http://www.CITIZENSnyc.org>.