



July 27, 2005

TO: GOVERNOR OF EACH STATE

Dear Governor:

On behalf of the Multi-State Information Sharing and Analysis Center (MS-ISAC) and the National Cyber Security Alliance (NCSA) in partnership with the U.S. Department of Homeland Security, we cordially invite you to participate in the second annual National Cyber Security Awareness Month in October 2005. The NCSA is a public/private partnership to promote cyber security awareness and education for home users, small businesses, and educational institutions. The MS-ISAC provides a central resource for gathering information on cyber threats to critical infrastructure from the states and providing two-way sharing of information between and among the states and ultimately with local government.

National Cyber Security Awareness Month, first established in October 2004, is a collective effort to raise cyber security awareness nationwide and empower citizens, businesses, government and schools to improve their cyber security preparedness and ensure a safe Internet experience. Our organizations will provide materials to facilitate the delivery of the National Cyber Security Awareness campaign message.

As part of the National Cyber Security Awareness Campaign, a “Cyber Security Toolkit” will be delivered to each state. The purpose of the Toolkit is to promote the delivery of a consistent cyber security awareness message. We seek to do this by reinforcing core themes in practical, informative, entertaining, and usable ways. We encourage states to brand these tools by placing your state’s name and logo on the materials and distributing them widely. Principal deliverables in the Toolkit include:

- Cyber Security Awareness Month Proclamations
- Cyber Security Awareness Brochures, Posters, Calendars
- TV Public Service Announcement
- Cyber Security Awareness Tips
- Archived National Webcast Initiative Broadcast and Documentation

With the onslaught of new online threats such as identity theft and spyware, encouraging safe online behavior is a public policy priority. Last year, twelve governors issued proclamations declaring October to be National Cyber Security Awareness Month. We hope that 2005 will see Awareness Month recognized in all 50 states. We respectfully request that you endorse National Cyber Security Awareness Month and make it official by adopting a resolution or proclamation to

help ensure the broadest audience possible. We have enclosed a proclamation template for your consideration.

In addition to the training and awareness materials we have available in support of National Cyber Security Awareness Month, we are also in the process of preparing a thirty-second television public service announcement (PSA) focused on cyber security. We would like to engage you in this process and invite you to customize the PSA by taping a ten-second recording about safety online that can be included in the PSA and aired in your state.

We look forward to your joining us in this partnership to educate as many as possible in your state, including your citizens, businesses, governments and schools to raise awareness of how to stay safe online.

We would appreciate if you could have your staff contact us regarding next steps for your state's participation. Staff may contact Tom Duffy, MS-ISAC at [Thomas.Duffy@cscic.state.ny.us](mailto:Thomas.Duffy@cscic.state.ny.us), Dick Hash, MS-ISAC at [dick.hash@state.tn.us](mailto:dick.hash@state.tn.us), or Ron Teixeira, NCSA, at [NCSARon@aol.com](mailto:NCSARon@aol.com). Or staff may call 518-473-4383.

Thank you.

Sincerely,

s/s 7/27/05

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Ken Watson, President  
National Cyber Security Alliance

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Will Pelgrin, Chairman  
Multi-State Information Sharing and  
Analysis Center

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Robert B. Stephan, Assistant Secretary  
for Infrastructure Protection  
U.S. Department of Homeland Security

cc: MS-ISAC Member (2 Principal Members)