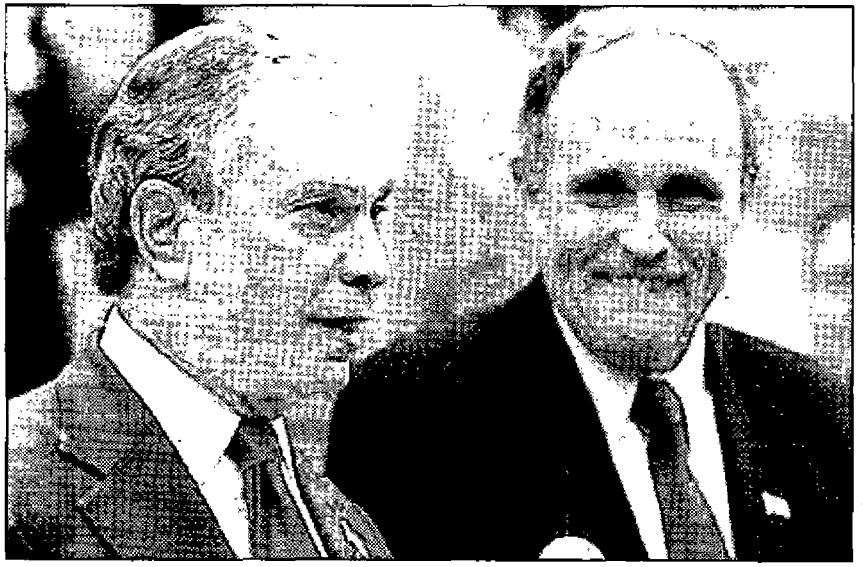
NYC 9/11 Public Portal Document



Playing His Trump Card

Michael Bloomberg
Title: "In Good Hands"
1 minute

Narrator (Mayor Rudolph Giuliani): "This election matters. It's about two candidates and two sets of policies. I'm supporting Mike Bloomberg. Mike Bloomberg is a leader: tough, capable, and with the vision and drive to stand up to the special interests and get things done. Mike will build on what we've already accomplished — policies that reduced crime, kept taxes and spending in check and spurred economic development and jobs. And on the massive challenge of rebuilding, Mike Bloomberg has the financial and economic expertise New York needs. He understands business. He understands jobs. He has the right plans to rebuild. This is not a time for a return to politics as usual. We can't afford higher taxes, losing jobs or unbalanced budgets. Talk won't solve problems; leadership will. It's been an honor to be your mayor for eight years. You may not have always agreed with me, but I gave it my all. I love this city. And I'm confident it will be in good hands with Mike Bloomberg."

Images: Mayor Giuliani sits at his desk at City Hall. Then Giuliani and Bloomberg sit side-by-side on a couch examining a notebook on a coffee table. Bloomberg is then shown in the offices of Bloomberg LP, his financial data firm. Giuliani returns to talk about his eight years in office. Finally, Bloomberg's name appears on the screen with his tagline: A Leader. Not a Politician.

Analysis: The ad wants viewers to see Bloomberg as a ready successor to Giuliani, tutored in the mayor's office. It plays on voters' good feelings toward Giuliani but also softly appeals to voters who may have disliked the mayor before Sept. 11, perhaps to soften the chance that voters would reject Bloomberg as a final rejection of Giuliani's policies. The toughest hurdle for Bloomberg is credibility: With so much Giuliani, will voters believe Bloomberg is ready for the big chair?



Playing to School Fears

Mark Green
Title: "Wrong"
30 seconds

Narrator: A man reads the script a bit nervously, as if delivering a warning: "Computers. They help our children learn the basics. Our public schools are desperate for more computers in classrooms. But Mike Bloomberg has said repeatedly he wants to, quote, "get computers out of the classroom." And when our public schools need money to reduce class size and improve teacher pay, Mike Bloomberg wants to take taxpayer money away from public schools and give it to unaccountable private schools instead. Taking computers out of the classroom. Taking money out of our schools. Mike Bloomberg. Wrong for our kids. Wrong for New York."

Images: Children gaze with interest at clean white computers. Next, a black-and-white photo of Bloomberg. Three children watch with disappointment as a computer in front of them fades away. A quote appears underneath: "Get computers out of the classroom," which it attributes to the Albany Times-Union. Then, "Take taxpayer money away from public schools and give it to private schools instead," which is attributed to New York Magazine. Then two taglines: "Taking computers out of the classroom? Taking money out of our schools?" The ad's final message: Mike Bloomberg: "Wrong for our kids. Wrong for New York."

Analysis: The Green campaign tries to raise concern about Bloomberg by using a tried-and-true campaign theme: Say the other guy will take money out of the schools. Bloomberg has said he believes education should focus on the basics of reading and math rather than computers. He says he supports privately-funded voucher programs but that "publicly funded vouchers are just not going to happen in our lifetime in this city." He would also support hiring private firms, such as Edison Schools, to run public schools.

NEWSDAY, TUESDAY, OCTOBER 30, 2001

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