NYC 9/11 Public Portal Document

THE AD CAMPAIGN

Green's First Shot for the Runoff

Mark Green, the public advocate, released a 30-second ad called "Faces" yesterday, his first television commercial of the runoff campaign for the Democratic mayoral nomination.



PRODUCER Trippi, McMahon & Squier

ON THE SCREEN Close-ups of sad and frightened-looking children, shot in black and white, fade in and out. When the announcer first mentions his name, Mr. Green is shown in color, addressing a classroom, in front of a teacher's desk and an American flag. Then he is shown meeting with adults, presumably parents. The phrases "Reduce Class Size," "Improve Safety and Security" and "Pay Teachers Better" appear on the screen. Mr. Green is shown high-fiving a boy in a park. In the next shot, in black-and-white, he is framed by a row of columns. The New York Times editorial endorsing him in the primary is shown, with the words "toughness," "courage" and "leadership" highlighted. A shot of Mr. Green talking to people on a stoop follows. Finally the camera shows two girls in a classroom, in color. One looks clear-eyed and confident, the other smiles.

THE SCRIPT The narrator, a woman, says: "We've seen fear in their faces, tears in their eyes. And now, they need us more than ever. Not just to rebuild our city's economy, but to improve our public schools. Mark Green's education plan will reduce class size, improve safety and security and pay teachers better. Mark Green, the only Democrat for mayor endorsed by The New York Times for his 'courage,' 'toughness' and 'leadership.' Mark Green, rebuilding our city, keeping them safe, improving their schools."

ACCURACY Mr. Green has repeatedly called for smaller classes, especially from kindergarten through third grade, which he says should be limited to 20 students. Improved school safety has not been one of his major campaign themes up to now, but he has proposed tougher laws against assaulting teachers and "zero tolerance" for juvenile crime. Mr. Green has called for reducing the gap between the salaries of teachers in New York City and the suburbs but has not said by how much. (His opponent, Fernando Ferrer, has called for raising teacher salaries by 30 percent.) The editorial endorsement in The Times said that Mr. Green had "always had political courage" and that he "scores high" on the qualities of leadership and toughness.

SCORECARD The ad manages to invoke the attack on the World Trade Center without depicting it or even mentioning it. "Rebuilding our city" is certainly a new tag line. By using the images of frightened and sad children, the ad gives Mr. Green a chance to highlight the two sides of his campaign, rebuilding the city in the aftermath of the attacks, but also concentrating on what he calls "home-front issues," like education. And it cannot hurt to use the words "safety" and "security," even in the context of an education plan.

MICHAEL COOPER

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