NYC 9/11 Public Portal Document

NEWSDAY, SATURDAY, OCTOBER 27, 2001

Campaign's High Roller

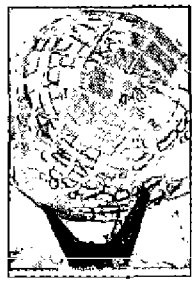
Bloomberg to spend more than any candidate in NY history

By Jessica Kowal
STAFF WRITER

Michael Bloomberg already has spent more than $41 million of his own money on the mayor's race and is on pace to spend $50 million in his first run for public office.

Bloomberg, a Republican, will spend more than any candidate in New York State history.

The billionaire businessman has now paid out $5 for each of the city's 8 million residents, or about $11.40 for each of the city's 3.6 million registered voters.



In the past three weeks, Bloomberg spent $12 million, surpassing the entire cost of Democratic rival Mark Green's campaign, according to records filed with the Board of Elections and city Campaign Finance Board.

Green reported spending $10.6 million so far in the Democratic primary, Democratic runoff, and the general election. Green raised $537,000 in the past three weeks and spent $3.4 million. Green's spending is increasing sharply this week as he puts new advertising on television, his campaign said.

Green, unlike Bloomberg, limited his spending as part of the city's campaign finance system, which offers matching funds for a portion of funds raised from city residents. The finance board already has lifted the spending cap for the general election because of Bloomberg's campaign cash flow, Green's campaign said.

"Mike Bloomberg has been running a campaign based on spending money," Green campaign spokesman Joe DePlasco said. "It's not doing him much good, is it?"

A poll this week put Bloomberg 16 points behind Green.

Bloomberg spokesman Ed Skyler declined to comment yesterday. Bloomberg often says he will spend what it takes to compete against longtime city politicians.

Bloomberg slightly toughened his description Friday of the Amsterdam News' endorsement of his candidacy, which accused Green of running a "Gestapo-tinged" campaign with help from the "Jewish mafia."

On Thursday, Bloomberg said, "I accept the endorsement. I disagree with the language." On Friday, Bloomberg called the editorial "divisive" and did not say he accepted it.

See CAMPAIGN on A12

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NYC 9/11 Public Portal Document

NEWSDAY, SATURDAY, OCTOBER 27, 2001

Bloomberg to Be NY's Biggest Political Spender

CAMPAIGN from A7

Bloomberg also said he "didn't ask" for the endorsement, though he met with the Amsterdam News' editorial board recently.

His campaign did not include the black-owned newspaper on a press release touting the "rapidly growing list of minority groups and leaders" endorsing Bloomberg. Bloomberg said it might have been left off because, "There's so many of them, they probably just couldn't fit them all on one page."

Green refused to meet with the paper's executives. His campaign described the paper's endorsement of Bloomberg as "anti-Semitic." On Friday, Green told Newsday, "I didn't seek it and I wouldn't accept it."

Also Friday:

- The Patrolmen's Benevolent Association endorsed Green, the first time in more than a decade that police officers are backing a Democrat in the general election. Green also collected final nods from 13 other police and fire unions.
- A new Bloomberg TV ad ridicules Green's remark that Green "would have done as well or better than Rudy Giuliani" if faced with a crisis like the World Trade Center's destruction. The ad repeats the remark and, next to Green's picture, asks: "Really?"
- In fallout from the Democratic runoff, Fernando Ferrer's campaign treasurer, Dasil Velez, endorsed Bloomberg Friday. Velez said Green insulted Hispanic voters and he now is "encouraging all Latinos . . . to come out for Mike Bloomberg."
- Bloomberg collected endorsements this week from three ethnic police organizations, the Hispanic Society, Guardians Association, and Asian Jade Society. He also got support Friday from the New York State Federation of Hispanic Chambers of Commerce.

'Mike Bloomberg has been running a campaign based on spending money. It's not doing him much good, is it?'

— Joe DePlasco, Mark Green's campaign spokesman

'I accept the endorsement. I disagree with the language.'

— Michael Bloomberg on Amsterdam News editorial

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