NYC 9/11 Public Portal Document

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WINS CITY HALL

was a lifelong Democrat — a self-proclaimed liberal at that — but became a Republican to run for mayor.

After months of preparations, and hiring an A-team of pricey political consultants, Bloomberg formally began his candidacy in an unorthodox way: by launching TV ads.

The commercials became a staple of local TV and radio, shaping his image as a businessman, not a politician, who would bring a fresh and independent approach to City Hall.

Refining the message

After the Sept. 11 attacks, Bloomberg refined the message, saying his background made him the man for the moment to lead the rebuilding of New York and its wounded economy.

Bloomberg often showed his inexperience as a candidate.

One day, he suggested that sanitation workers had more dangerous jobs than cops and firefighters. Last week, he said the only reason his rivals released their tax returns while he didn't was that "they don't make anything."

In another year, the bloopers would have torpedoed him. This year, they didn't matter.

Voters were preoccupied, and Giuliani's endorsement, coupled with the billionaire's barrage of image-shaping ads, placed Team Bloomberg exactly where it hoped to be.

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