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Ads Sing New York's Praises

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The short, 70ish man is shown from behind vigorously conducting an orchestra, his arms flailing and head bobbing for about 20 seconds as he swings his baton.

Then the music stops, the camera zooms in, and Yogi Berra turns to the lens and says, "Who in the heck is this guy Phil Harmonic?"

The television ad is one of a half-dozen spots produced for New York City by ad agency BBDO New York.

The public service campaign, announced yesterday by Mayor Rudolph Giuliani, will be shown nationwide through year's end in an attempt to boost city tourism, which has suffered since the Sept. 11 terrorist attacks.

According to city convention and visitors bureau NYC & Company, which was not involved with the campaign, New York City has lost an estimated $344.8 million in visitor spending from Sept. 11 to Oct. 27. Thousands of hotel and restaurant workers have been laid off.

The ads, which BBDO did pro bono, star such famous New Yorkers as Berra, actors Robert De Niro, Woody Allen, Billy Crystal, Kevin Bacon and Ben Stiller, TV anchorwoman Barbara Walters and former Secretary of State Henry Kissinger.

"We want to encourage people across the country to come to New York, particularly during the holiday season," said Giuliani, who was accompanied at the news conference by Walters, Bacon and Allen. Each ad ends with Giuliani saying, "The New York miracle. Be a part of it."

Each of the ads bears the slogan, "Everyone has a New York dream. Come find yours."



Barbara Walters does Broadway in an ad aimed at boosting tourism after the attacks.

Walters' spot has her auditioning for the Broadway musical "42nd Street."

"I want to thank the mayor and the city of New York for giving me an opportunity to try out for '42nd Street,'" Walters jokingly told reporters. "I thought I was very good, and I'm very disappointed I didn't get the part."

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