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“Albany” [TVNYABC-1020-002]
NYABC
:30 FOR TV

VISUAL

SG: Picture of Bloomberg in circle shape

SG: Picture superimposes over map of Albany

SG: Dollar bills cover Albany, transform into circular [blue print] shot of stadium labeled “Bloomberg Stadium”

SG: 1/3 of the circle cut into “Rising property taxes”

SG: 1/3 of the circle cut into “Job losses”

SG: 1/3 of the circle cut into “Severe budget deficits”

SG: Man sitting at table [in circle outlined in red]

SG: Woman flipping through book [in circle outlined in red]

SG: Shot of “Bloomberg stadium”

SG: Dollars cover stadium shot

SG: Circle stadium shot with Red “X” lined up beside circular Bloomberg Shot

SG: Paid for by MSG—L.P. A Member of the New York Association for Better Choices

SG: SAY NO! to Mayor Bloomberg’s West Side Stadium

Cg: 1-800-274-7434

www.NewYorkABC.org

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VOICE

VO: Mayor Bloomberg went to Albany...

VO: to try and saddle upstate taxpayers with the bill ...

VO: for his West Side stadium.

VO: Today, Upstate New York faces rising property taxes

VO: Job losses and...

VO: Severe budget deficits.

VO: Now, more than ever, Upstate taxpayers

VO: Shouldn’t be forced into paying for a football stadium

VO: That they won’t use....

VO: And can’t afford

VO: Say no to Mayor Bloomberg’s West side Stadium.

“We Could”
NY Association for Better Choices
:30 for TV

VISUAL

New York Skyline

CG: What could New York do with \$600 million?

Legal: PAID FOR BY MSG, L.P.—A MEMBER OF NYABC

Broll Kids in classroom

CG: Rebuild schools?
CG: Computer in every classroom?

Broll NY Firestation
CG: Re-open fire stations?

Broll Family Clinic
CG: Improve health clinics?

Broll Seniors in health setting

Lower Manhattan Still

Broll NY neighborhood

CG: The choice:
CG: \$600 million
Football graphic
CG: \$600 million for Jets Stadium?

New York Skyline

CG: Contact us today:
Association for Better Choices
800-274-7434
www.NewYorkABC.org
Say NO to a West Side Stadium.

VOICE

VO: What could New York do with six hundred million dollars?

Rebuild our schools?

Put a computer in every classroom, or re-open neighborhood fire stations?

With six hundred million, we could improve community health clinics, and offer more affordable care to New Yorkers.

Or step up the rebirth of lower Manhattan.

So here's the choice: Invest six hundred million in neighborhoods, or...spend it on a West Side stadium for the Jets.

Contact us today, and say No to a West Side stadium.

“Cops”
NYABC
:30 for TV

VISUAL

Police badge with American flag

Slow montage of B/W photos of police officers
in action and police barricades

Newsstand photo and graphic of headline on
stadium

Cg: West Side Stadium: A Bad Idea
Source: The New York Observer; 03/08/04
Cg: \$600 million Tax Dollars

B/W photo of New York Police Department in
Times Square

Artist rendering of stadium

Cg: Say NO to the West Side stadium.
Cg: 1-800-274-7434
www.NewYorkABC.org
[Paid for BY MSG L.P. – New York
Association for Better Choices]

VOICE

VO: They risk their lives everyday

VO: They're there when it matters...they
always are

VO: Today, when New York needs them more
than ever...recruitment is down and there are
thousands less police than four years ago

VO: Now comes a proposal to spend \$600
million dollars for a football stadium in
Manhattan

VO: That's the wrong priority

VO: Paying to build a police force is more
important than paying to build a football
stadium

VO: Say NO to the West Side Stadium