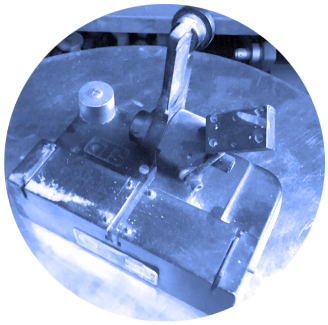
For your consideration: Four New Yorkers

On January 1, 2002, Mike Bloomberg took charge of New York City --a city recently wounded, divided, in need of healing. He was chosen, democratically, by a majority of his fellow citizens, but Mike Bloomberg worked with everyone, to re-unite and rebuild his beloved city. Mike Bloomberg encouraged the best traits of New York, traits that are also characteristically American: innovation, diversity, enterprise, progressivism, imagination. Twelve years later, his mayoralty would conclude with a resilient New York ever more optimistic and peaceful.

In January, 2017, another New Yorker was inaugurated president of the United States--recently attacked by a foreign power that exploited our divisions and was now desperate for healing. This other New Yorker was chosen by God knows whom, certainly not a majority of Americans. He works, when he does work, with no one who does not give in to him. His traits are lawlessness, fear, anger, suspicion, envy, greed. In the remaining twelve months of his term, our nation shall be less hopeful, less respected, less prosperous, less safe. If he occupies the presidency for another four years, will there at its end be optimism and peace?

You don't have to be born in New York like those guys to be a New Yorker. You just have to be, well, a New Yorker. We two came here because this was a city of dreams, magic, and ambition. As editors of TV commercials, we built first careers and then businesses. We benefitted from shared capitalism and saw to it that our employees did also. We are seasoned, having worked with the Tuesday Team members--Dusenberry, Riney--to whom Ronald Reagan said, "I figured if you're going to sell soap, you ought to see the bar."

We want to bring not only our experience, but our resources. We affiliate with a creative shop that will provide additional editors, special effects and finishing. This shop works for a famous retail client that produces dozens of spots each month. In the past all of us have won and overseen vast international campaigns. Every frame, every sound must be perfect.

New York and New Yorkers owe America this much. We must restore our reputation, as E. B. White wrote, that we are now and shall remain, "to the nation what the white church spire is to the village - the visible symbol of aspiration and faith, the white plume saying the way is up."

Respectfully submitted,
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