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# Tuccille GOVERNOR

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TUCCILLE T.V. SPOT PREMIERES;  
F.L.P. ONLY MINOR PARTY TO USE TELEVISION ADVERTISING

Laura Wertheimer, campaign manager for Free Libertarian Party gubernatorial candidate Jerry Tuccille, today announced the debut of her candidate's first television commercial, which will reach a total audience estimated at 10.6 million.

The imaginative 30-second spot, heralding the start of a major media drive by Tuccille's campaign, dramatizes creatively and humorously the plight of the New Yorker plagued by ever-increasing taxes.

The commercial opens with a shot of an average, middle-class citizen entering a government office. As he passes a row of desks, he is stripped of his possessions and clothing by a succession of bureaucrats and tax collectors.

During this scene, an off-camera narrator says: "Every year, our taxes get higher and higher. When will it stop?"

The voice-over goes on to point out that every candidate for public office promises during his campaign to work for the reduction of taxes-- then reneges on that promise promptly after his election.

"Help us send a message to the politicians," concludes the narrator. "Vote Jerry Tuccille for governor."

The innovative commercial, produced by Ad-Lib Communications of New York City, premiered last night during the CBS late movie. Repeat showings will saturate the airwaves the rest of this week and next week. Ms. Wertheimer noted that spots on other aspects of the Tuccille campaign are now completed or in various stages of production.

"We are the only minor party using television as part of our campaign," she said. "One of Jerry's major concerns is high taxes, and we think this spot effectively communicates our stand on this issue to the voters."

Tuccille has proposed an amendment to the New York State constitution which would place a legal limit on the amount of taxing and spending Albany may approve.