

Green-Party Campaign Ads
by [Brian Tomasik](#) and classmates
spring 2005

Context:

My 12th-grade public-policy teacher assigned the class to conduct a mock election, with candidates from different parties. I volunteered to be a candidate. To decide party assignments, the candidates picked pieces of paper out of the teacher's baseball cap. By pure coincidence, I got the Green Party paper. (This was ironic because I may have been the school's biggest promoter of the Green Party at the time.)

As part of the campaign, we created fake TV ads. Following is the script for my team's ads. My classmates helped me film it during school using my video camera, and later I used my video-editing equipment to splice the shots and add titles and music. (It was an old "Thumbs Up" video editor that used an external control and VCR tapes to make changes, not a personal computer.)

Since this time, my views on the Green Party have shifted. I'm [no longer an environmentalist](#), and I recognize that conservatives are sometimes right about certain economic issues. That said, on the whole, Green positions aren't bad, and I especially support their recognition of animal rights.

--Brian, 4 Aug. 2014

Positive mood

Camera pans across trees, houses, mountains.

NARRATOR: New Yorkers are gifted with a stunning natural endowment in their home state. Our beautiful country, picturesque rivers, and soaring mountains are part of a rich natural and ecological heritage. Now the Green Party of New York presents a candidate who will fight to preserve the well-being of this great land and the families that it supports.

Head shot of Brian.

BRIAN: Hello, I'm Brian Tomasik. Our government—under both Republicans and Democrats—has abdicated its responsibilities to the people and their environment. We need an alternative party that will fight for the common good:

Shots of houses.

BRIAN: A living wage. Universal health insurance. More time off for workers to spend with their families.

Shot of bus.

BRIAN: Fuel efficient vehicles. Expanded and well designed public transportation.

Shot of the front of Guilderland High School.

BRIAN: Increased funding for all schools. More need-based government grants to college students. And open, accessible government accountable to all citizens.

Shot of sky.

NARRATOR: Brian Tomasik for Senate. This is what democracy looks like.

Negative mood

Open on a sign displaying gas prices. Shift to M.

M: I can't believe these exorbitant gas prices! I don't want to spend all my money to be able to drive around.

Person eyes toy tomato.

PERSON: Yuck. I'm tired of only being able to buy food shipped half-way around the world. By the time it gets to me, it tastes like rubber.

Pan of industrial park.

NARRATOR: Big corporations pour millions of dollars into the coffers of both major parties. Do you want these people buying off your government?

Head shot of Brian.

BRIAN: Hi. My name is Brian Tomasik. I'm the Green Party candidate for US Senate from New York. What you just saw is the reality that Republicans and Democrats alike have given our state: high prices at the pump, bad food, and industrial pollution. In contrast, the Green Party will fight for what New Yorkers really need.

Show a happy person at the gas station.

BRIAN: By gradually increasing average automobile fuel efficiency to 40 mpg, the Greens will save you money at the gas station—without having to fight wars for oil.

Show fresh lettuce.

BRIAN: The Green Party will expand access to locally grown organic food—so that you and your family can have fresh, tasty, and nutritious fruits and vegetables.

Show wilderness.

BRIAN: And the Greens will get big money out of politics. We support full public financing of all elections, and we ourselves only accept limited campaign contributions from individual donors.

Show sky.

NARRATOR: Brian Tomasik for Senate. This is what democracy looks like.