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THE CRAIN'S INSIDER

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A daily newsletter on government action of importance to business

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TODAY'S NEWS

EDC REORGANIZATION

The Bloomberg administration is reorganizing the Economic Development Corp.'s senior staff following the departure of a second top executive last week. Joan McDonald, senior vice president of transportation, joined the Rell administration in Connecticut just after Executive Vice President Kate Ascher resigned. McDonald was named commissioner of the state Department of Economic and Community Development. Insiders say she missed out on becoming city transportation commissioner. Ascher, now with Vornado Realty Trust, was passed over for several commissioner-level posts.

JETBLUE RECONSIDERS

JetBlue Airways continues to look for more room at New York airports, which are dominated by older and larger carriers, but it has soured on an FAA proposal that might help it get some. The proposal would yank airport slots from carriers that don't use them to full capacity and "recycle" them to other carriers. Robert Land, a JetBlue senior vice president, says the FAA plan would create an "administrative burden." The airline may support an alternative suggested by the Port Authority.

FIRE DRILL

The city wants to sell the closed Engine Co. 204 firehouse in Cobble Hill, Brooklyn, but the United Federation of Teachers and Councilman Bill de Blasio are calling for the city to make it a prekindergarten school.

Pro-Bloomberg TV ad lacks call to action

A television ad launched yesterday to help Mayor Mike Bloomberg's environmental plan pass the Legislature falls short, political consultants say. The Partnership for New York City and Environmental Defense are spending over \$1 million to run the 30-second ad in New York City and Albany. Produced by Knickerbocker SKD, it tells viewers "the clock is ticking" on saving the environment and highlights major points of the mayor's plan.

But Ethan Geto says that while the spot's top-notch images and sound grab

viewers' attention, it doesn't tell people to call their legislators about the bill.

In fact, it doesn't say there is a bill. "You're left waiting for more information, which doesn't seem to come," says another consultant, Basil Smikle Jr. "The ad doesn't leave the viewer with any action items, like 'Vote' or 'Call.'" Smikle says the ad could have been improved by having Bloomberg speak, rather than a narrator.

A spokesman for the ad campaign says that its intent is to educate the public about the plan.

They booked the City Hall steps for a 12:30 p.m. press conference today and were using the city's own parent coordinators at five Brooklyn schools to round up supporters.

CAMPAIGN WORK

The next two years promise to be a boon for anyone who works with New York City candidates, including direct-mail producers, election lawyers, fund-raisers and other consultants. Thirty-six City Council seats will open up in 2009, as incumbents are unseated by term limits. Four borough presidencies and the three citywide offices will also be up for grabs. Only Manhattan Borough President Scott Stringer is eligible to run for another term.

NADLER GALA

Gov. Eliot Spitzer headlines a gala fund-

raiser marking Rep. Jerry Nadler's 60th birthday and 30 years in public service May 31 at the Hudson Theatre. Nadler is one of many who would like to be appointed U.S. senator by Spitzer should Hillary Clinton win the presidency. Actresses Julianne Moore and Cynthia Nixon will attend, as will state Attorney General Andrew Cuomo and Michigan Rep. John Conyers Jr. Tickets start at \$1,000. Call (212) 228-7446, ext. 15.

AT A GLANCE

PARTY: City Comptroller Bill Thompson will hold his spring fund-raiser on May 17 at the Hilton New York. Tickets start at \$1,000. Contact Tracey Fletcher at (212) 285-1800 or rsvp@kasirerconsulting.com.

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