

Producer: Red Sea, LLC

Client: Club for Growth

Spot: TV :30

Title: "Class"

Audio

Visual

Ben Stein: OKAY, CLASS.

WHO KNOWS WHICH CANDIDATE
FOR GOVERNOR VOTED FOR JIM
FLORIO'S TAX INCREASE?

... IT WAS JIM MCGREEVEY.

THEN AS WOODBRIDGE MAYOR,
MCGREEVEY RAISED PROPERTY
TAXES BY ... SEVENTY-ONE
PERCENT.

JIM MCGREEVEY MEANS HIGHER
TAXES AND LESS MONEY FOR YOUR
PARENTS.

FOR YOU, THAT MEANS ...

Student: NO FUN

Stein: EXACTLY.

*Wide shot of Stein in front of classroom at
chalkboard.*

*Camera shows bored, uninterested
students.*

*Stein points to the chalkboard where it is
written: "McGreevey=Florio."*

Move back to bored students

*Back to Stein pointing to "Property taxes
up 71%" on chalkboard.*

*Students suddenly become interested,
agitated.*

Focus on student.

Back to Stein for closing shot.