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# I WANT MY GOV TV!

**I**T USED TO BE THAT GOVERNORS RARELY went on TV to sell anything other than their state's beaches and casinos. But a number of state leaders who happen to be up for re-election this year have lent their faces to an array of public-service ads for popular state programs. Critics insist that the spots—funded largely by taxpayers and featured prominently on TV, radio, billboards and other media—amount to thinly disguised campaign ads. A gallery of gubernatorial thespians:



Gov. George Pataki

**GEORGE PATAKI (R., N.Y.):** In the past three years, the media-friendly Governor has starred in some \$50 million worth of state-funded ads for museums, baseball teams and health care, the latter airing during such prime-time events as the Oscars. After criticism, he said he always planned to stop six months before the election.

**JOHN ROWLAND (R., CONN.)** He'll be the first governor to help fund a state law banning such ads by candidates within 90 days of an election. His recent political ads were a transparent campaign for rowing. Here he's in a suit, with a coalition of his team, facing a once-rowing and water-duck-backs-to-talk-on-ice.



**BOB TAFT (R., OHIO)** He drew fire after his year in his office for a commercial for a new t-shirt that included the Governor. His office also spent \$245,000 on a job that was necessary because the ad was of unacceptable quality and contained an insensitive reference to American Indians.

**GRAY DAVIS (D., CALIF.)** He's the only governor of a state to be elected to his post by a Governor's who's critical. He's the only governor of a state to be elected to his post by a Governor's who's critical. He's the only governor of a state to be elected to his post by a Governor's who's critical.



**MIKE DEWINE (R., OHIO)** He's the only governor to be elected to his post by a Governor's who's critical. He's the only governor of a state to be elected to his post by a Governor's who's critical. He's the only governor of a state to be elected to his post by a Governor's who's critical.

