



April, 1993 - May, 1993

**POLLIE AWARD SHOWCASE**  
CANDIDATE TV OVER :30 - PRESIDENTIAL

**"THE MAN FROM HOPE"**

Executive Producer: Mozark/Linda Bloodworth-Thomason  
Director: Jeffrey Tuchman

13:58/Clinton/Gore for President  
Production Budget: \$ 150,000  
Gross Rating Point Aired: refused

"During the primary season, the Clinton campaign had done a successful job of getting out his positions on the issues . . . What we felt was not at all clear to the American people was who he was as a man -- where he came from, and what his family was like," says producer and director **Jeff Tuchman** of The Tuchman Group. "Because he had been so villified by the press, it was crucial that we not do a standard commercial . . . . Our belief was that to know Bill Clinton was to like him, to trust him, and to know where he came from. Clear and simple -- who is this man."