



Frederick A.O.
Schwarz
Children's
Center

MCNY Investigations

America's Mayor: John V. Lindsay and the Reinvention of New York

Name _____

Date _____

Today you will explore the exhibition *America's Mayor: John V. Lindsay and the Reinvention of New York*. Imagine you are working for a New York City newspaper as a reporter. Your goal is to learn about problems in New York City during the 1960s and 1970s and to document these events for your newspaper's readers.

I. Lindsay for Mayor, 1965

On your way to cover one of Lindsay's campaign events, you notice a subway poster similar to the *Mayoral campaign subway car poster, 1965* found in this exhibition.

Find the poster in the exhibition. What message does this advertisement send?

Create a campaign poster that will convince voters to choose John Lindsay as the new mayor of New York City.

What message does your advertisement send?

II. Welcome to City Hall

It is Mayor Lindsay's first day in office and you are assigned to attend a press conference during which Mike Quill will announce the Transit Workers' plan to strike.

Find the image *Transit Workers Union President Michael Quill tears a strike-barring injunction in half during a press conference, January 1, 1966.*

Report back on why Michael Quill announced this strike.

Locate the students in the image *City College freshmen hitchhiking to campus on 8th Avenue, January 6, 1966.* Write down two questions you would like to ask them that will help you and your readers understand the effects of the strike.

1. _____

2. _____

III. Strike City

Read the *Letter to Mayor Lindsay from the "Children of the Neighborhood Playhouse for children," 1969.*

Write a letter to the editor about Lindsay's response to the February 1969 snowstorm. Explain what happened and why Queens residents are frustrated.

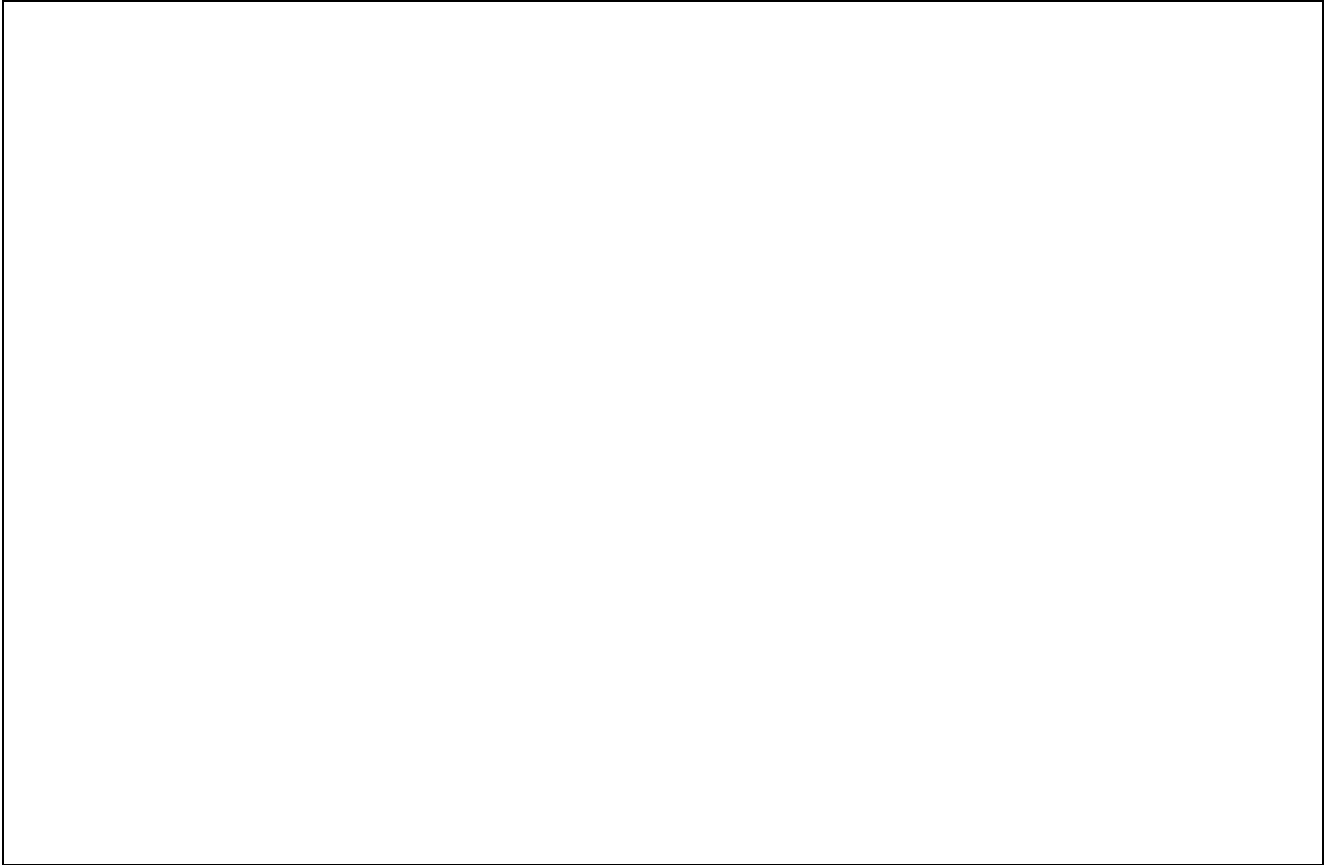
Dear Editor:

Sincerely,

IV. Fun City

Your assignment is to write about the new pocket parks.

Sketch your favorite pocket park – make sure to include a view of the playground and the buildings around it. Include ways to keep your pocket park clean.

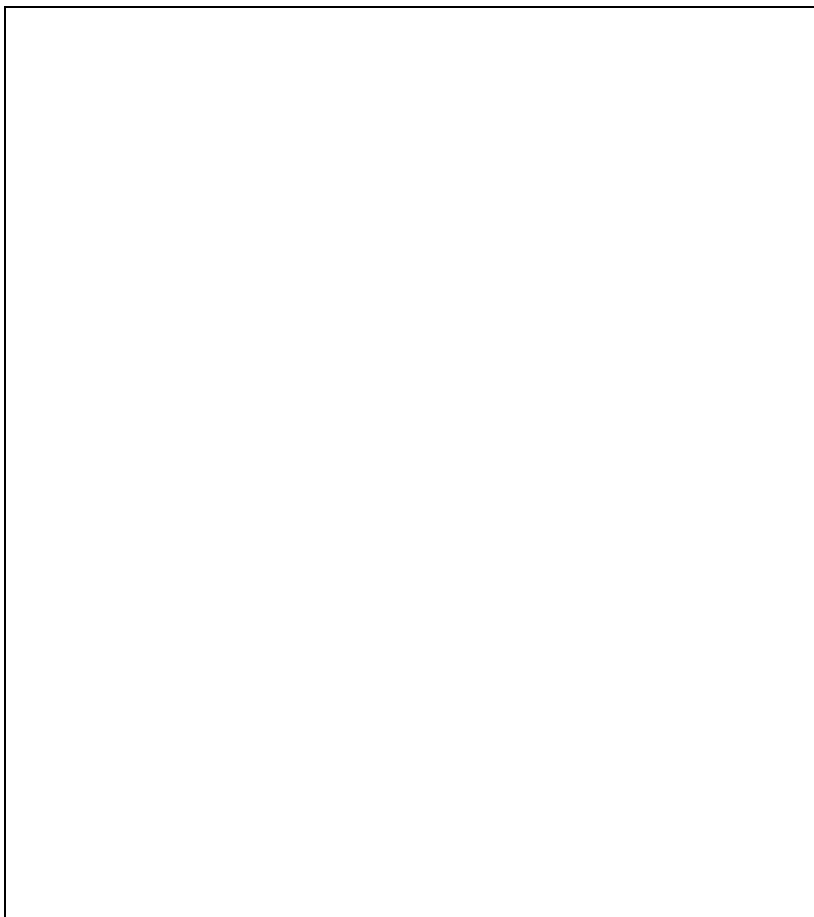


V. Culture and Urban Design

One of your newspaper's most popular sections is the movie review. In 1966, the Lindsay administration created the Mayor's Office of Film, Theater and Broadcasting.

Describe *The French Connection* (1971) poster and how New York acts as a stage for the film.

Draw a poster for a film set in New York City. What clues will you include to illustrate that the movie is set in New York? Don't forget to create a movie title!



V. Legacy

You are on the subway riding to work and notice Mayor Lindsay reading a newspaper on his last day in office. After spending so many years writing about his politics, you finally have a chance to talk to him face to face. You only have time for three questions before he arrives at City Hall.

What three questions will you ask Mayor Lindsay on his last day in office?

1. _____

2. _____

3. _____
