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GOLDEN: Buono's TV ad lets Christie off hook

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For reasons that continue to baffle most observers, Democratic gubernatorial candidate Barbara Buono is clinging to the notion that vast numbers of New Jersey voters are so horrified at the prospect of Gov. Christie seeking the Republican nomination for president in 2016, that they will turn against him and support her.

Her first television ad portrays Christie's record as an attempt to appease the right wing of the national party, and curry enough favor with the power brokers and donors that they'll view him as someone who shares their views and philosophy.

Pouring precious and limited funds into such a campaign is questionable at best and a waste of resources at worst.

There is no empirical evidence that voters are so disturbed by Christie's future ambitions, whatever they may be, that they will flock to the polls on Nov. 5 to express their displeasure.



She has failed to make it clear that rebate and aid losses cause property tax increases, that property owners pay for those cuts and that the Christie administration is responsible.

Buono is singing to a choir of people who share her views, rather than trying to impress those who still might be drawn to her with a more potent message.

She needs a new hymnal — one that's delivered in an envelope with the return address of the local tax collector.

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