



NEWS RELEASE

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PRESS RELEASE

Frederick M. Herrmann, Executive Director of the New Jersey Election Law Enforcement Commission (ELEC), announced today that Legislative Candidates: How They Spend Their Money, the Commission's ninth White Paper, has been released.

The White Paper, which analyzes the spending patterns of legislative candidates in the 1987 and 1991 general elections, is the first study of its kind in New Jersey and perhaps the nation.

According to Herrmann, legislative spending strategies derive from the local nature of these contests, blending mass advertising techniques with traditional campaigning.

"Mass advertising is utilized in what have become candidate-centered efforts," said Herrmann, "with the type of advertising compatible with the essentially local nature of these campaigns."

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According to the study, whose data was compiled manually through reviewing the top 20 spending districts in the general elections of 1987 and 1991, about one-half of Senate and Assembly expenditures went toward mass advertising and the other half divided between contributions to other candidates and political party entities, charity, election day activities, consultants, and administration.

Total spending by candidates in these top 20 spending districts was \$7.5 million in 1987 and \$9.4 million in 1991.

The study indicated that within the broad category of mass communication, legislative candidates tended to spend predominantly on print media advertising, particularly direct-mail, and less extensively on radio and television.

"Legislative candidates made 82 percent of mass communication expenditures for print media in 1987 and 67 percent for that purpose in 1991," said Herrmann.

Herrmann added that in the non-mass communication category the largest proportion of legislative campaign dollars went to other candidates and political parties. In 1987, these expenditures amounted to 17 percent of all spending and in 1991, these expenditures equalled 19 percent.

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The study notes that spending on broadcast media increased by 100 percent between 1987 and 1991, while spending on print media, constituting the largest portion of legislative media spending, decreased by six percent.

The study also makes comparisons between legislative spending strategies and gubernatorial spending strategies, pointing out differences and similarities in mass communication spending and non-mass communication spending.

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