



NEWS RELEASE

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CHAIRMAN
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FOR RELEASE:
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PRESS ADVISORY

William Eldridge, Chairman of the New Jersey Election Law Enforcement Commission, released this letter today.

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State of New Jersey

ELECTION LAW ENFORCEMENT COMMISSION

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Counsel

February 1, 1996

Dear Candidate or Treasurer:

The Legislature recently signed into law a political identification statute (P.L. 1995, c.391), which becomes effective today, February 1st. This law, commonly referred to as the "disclaimer" or "labeling law," requires entities making expenditures on political advertising and filing with the New Jersey Election Law Enforcement Commission to identify themselves in or on the communication. Since this law will affect the upcoming 1996 elections, I thought I would review its basic requirements.

First, the term "communication" has broad application; it means a press release, pamphlet, flyer, form letter, or any of the other more common campaign communications such as signs, billboards, or paid media advertisements.

Secondly, the communication must contain "paid for by" language that clearly sets forth the name and business or residence address of the committee, group, or person that has financed the communication.

I, on behalf of the Commission, praise the Legislature for passing this legislation not only because the identification of the source of political advertising is an integral part of disclosure which is in the public interest, but also because the law will help to deter deliberately false political advertising. False political advertising, as I have argued for years, is harmful to the electoral process and must be halted.

Should you have any questions, or should you wish to receive a copy of the labeling law, please contact the staff of the Commission.

Sincerely,


WILLIAM H. ELDRIDGE
Chairman

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