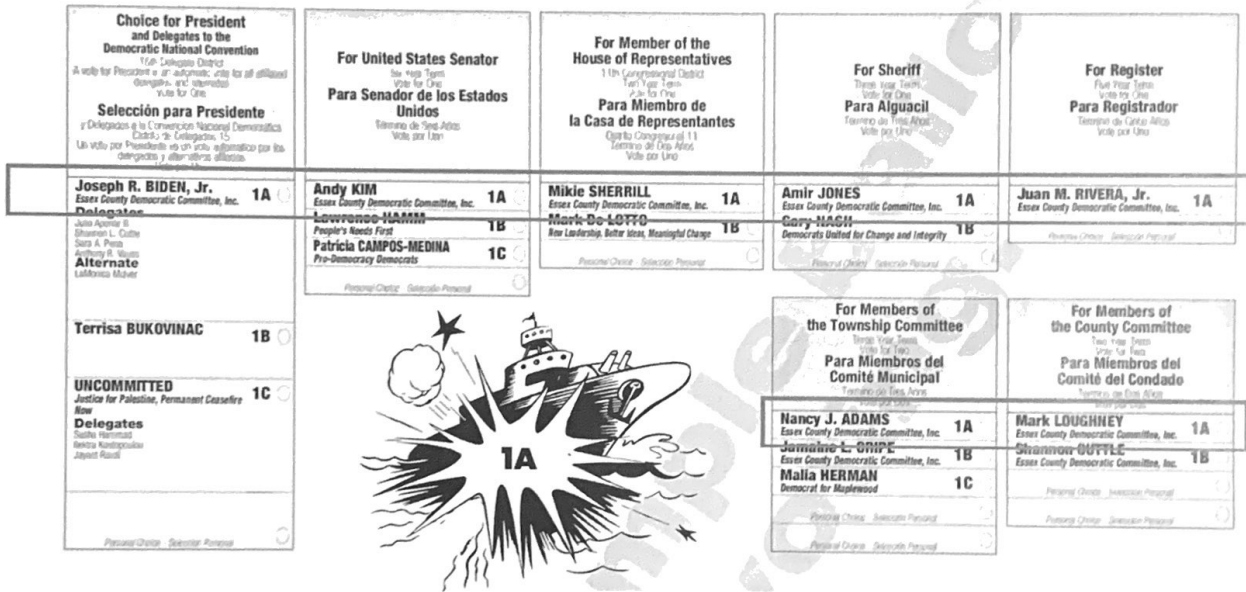


STATE SENATORS VOTERS DESERVE FAIR BALLOTS!

OPPOSE S4142/A5116

Clutters the ballot by requiring unnecessary "Battleship"-style markers. Requiring clerks to add extraneous markers to the ballot is the opposite of good ballot design and is completely unnecessary. While a number-letter marker applied to all candidates appears neutral, markers result in the same sort of campaigning and gamesmanship through ballot design that the county line was guilty of. This is no less true for office block ballots. Some counties have used this practice for

Democratic — Democrático



June 2024 Essex County Democratic Primary Sample Ballot for Maplewood Township

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It's hard to tell the 'county line' is gone on these Essex County, NJ ballots Published May 4, 2024

In fact, this occurred on the June 2024 Democratic Primary Ballot in Essex County where often all county-endorsed candidates received the first position and marker "1A" in the office block, creating the appearance of a Row 1A across the ballot.

1A...YOU SUNK OUR FAIR BALLOT!

STATE SENATORS VOTERS DESERVE FAIR BALLOTS!

OPPOSE S4142/A5116

S4142/A5116 codifies and implements office block ballots in our primary elections for both political parties, eliminating the county line. However, the bill incorporates features that will once again create unfair ballots. While the Senate has amended the bill in response to advocates' concerns, the bill still falls short in critical areas:

🗨 Ignores calls to end the bracketing of certain candidates. The bill requires clerks to allow candidates running together to dictate an aspect of their placement on the ballot by drawing for ballot position as a unit. This distorts randomization, violates ballot neutrality, and promotes visual bias on the ballot by not treating all candidates the same. New Jersey's new primary ballot design should aim to be neutral, which includes not grouping any candidates together. Every candidate should be treated the same. Not doing so would force independent candidates to associate to get equal treatment on the ballot.

🗨 Removes good font size requirements originally passed by the Assembly. Design and ballot formatting elements should remain uniform and consistent throughout the state so that ballots do not promote voter confusion. Font requirement standards that make the ballot clear and readable to voters should be retained to create uniformity across counties where possible.

🗨 Fails to implement best practices for ballot draw to determine candidate placement on the ballot. In 2025, there's no reason why NJ can't modernize its ballot draw procedures. A 2024 court-certified expert report in the county line lawsuit showed that county clerks drew first ballot positions for county party organization-backed candidates so often, that there was only a 2-in-1000 chance it happened randomly. The entire ballot draw process should be modernized and simplified with a uniform computerized or mechanical draw.

BUT WAIT, THERE'S MORE!

VOTE NO ON S4142/A5116

NJ*WFP

Paid for by the New Jersey Working Families Alliance