

ASSEMBLY, No. 3971

STATE OF NEW JERSEY 215th LEGISLATURE

INTRODUCED APRIL 4, 2013

Sponsored by:

Assemblyman JOSEPH CRYAN

District 20 (Union)

Assemblyman JASON O'DONNELL

District 31 (Hudson)

SYNOPSIS

Prohibits Governor or Lieutenant Governor from appearing in certain announcements and federal or State-funded advertisements during gubernatorial election year.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 5/21/2013)

1 AN ACT prohibiting the Governor or the Lieutenant Governor from
2 appearing in certain announcements and federal or State-funded
3 advertisements during gubernatorial election year, and
4 supplementing Title 52 of the Revised Statutes.

5
6 **BE IT ENACTED** by the Senate and General Assembly of the State
7 of New Jersey:

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9 1. a. As used in this section:

10 "Broadcast media" means any printed materials and any radio,
11 television, cable television, computer, or other electronic media
12 disseminating information to members of the public.

13 "Federal or State-funded advertisement" means any notice to the
14 public transmitted by the broadcast media which is paid for, in
15 whole or in part, from State funds or federal funds received by this
16 State.

17 b. No person serving as Governor or Lieutenant Governor of
18 this State shall permit his or her name, voice, or live, videotaped,
19 photographic, computer-generated, or drawn image to be used in a
20 public service announcement, or in any federal or State-funded
21 advertisement, transmitted by the broadcast media during any year
22 in which there is a gubernatorial election until the day after the
23 general election held that year, if that person is seeking election or
24 re-election as Governor or Lieutenant Governor during that year.

25 c. Nothing contained in this section shall be construed as
26 prohibiting any person serving as Governor or Lieutenant Governor
27 during any year in which there is a gubernatorial election from
28 appearing in a bonafide news story or emergency announcement
29 transmitted by the broadcast media, which is not paid for, in whole
30 or in part, out of federal or State funds, or in a paid political
31 advertisement including an advertisement which is paid for with
32 funds appropriated from the Gubernatorial Elections Fund,
33 established pursuant to N.J.S.54A:9-25.1.

34 d. A violation of section shall be punishable by a civil penalty
35 of not more than \$10,000. The Election Law Enforcement
36 Commission shall enforce the provisions of this act.

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38 2. This act shall take effect immediately.

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STATEMENT

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43 This bill prohibits the Governor or the Lieutenant Governor from
44 appearing in public service announcements and federal or State-
45 funded advertisements transmitted by the broadcast media during
46 any year in which there is a gubernatorial election until the day
47 after the general election held that year, if that person is seeking
48 election or re-election as Governor or Lieutenant Governor during

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1 that year. The bill's purpose is to prevent the Governor or the
2 Lieutenant Governor from using certain broadcasts to promote his
3 or her political career, or the election of those with whom he or she
4 is affiliated, during any year in which there is a gubernatorial
5 election. The bill would not affect bonafide news stories,
6 emergency announcements or paid political announcements.

7 A violation of this act would be punishable by a civil penalty of
8 not more than \$10,000.