

From: [Rosemary Topar](#)
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Subject: Testimony on Ballot Design
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To the Assembly Select Committee on Ballot Design:

I would like to submit the following written testimony to be entered into the record at the hearing scheduled for Thursday, November 7 at 10:00 am:

For primary election ballots to be truly democratic and fair, New Jersey needs to follow the lead of most other states: use office block-style ballots, with:

1. Candidate order rotated by voting precinct so that each appears first, second, etc. for an equal number of voters (thus nullifying the top position advantage), and
2. No slogans allowed. Slogans are electioneering and shouldn't be allowed on a fair ballot.

The ballot is a government document and it belongs to the citizens, not to a political party. It should not include anything but offices and names of candidates. If candidates want to show voters who they are and what they stand for, they can run an effective campaign instead of using the ballot itself to electioneer. Voters are perfectly capable of researching candidates before entering the voting booth and do not need slogans or "the line" to tell us who to vote for.

Thank you,
Rosemary Topar
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