

Douglas J. Steinhardt, Esq.
dsteinhardt@fpsflawfirm.com
Respond to Phillipsburg

September 28, 2017

Susan_kailis@cable.comcast.com
Susan Kailis, Political Sales Manager
Comcast Spotlight
Four Tower Bridge
200 Barr Harbor Drive, 1st Fl.
W. Conshohocken, PA 19428

Re: NJ Legislative District 2, General Assembly Majority PAC advertisement
Cease and Desist

Dear Ms. Kailis,

Be advised that I represent the NJ Republican State Committee as its general counsel. I write in that capacity regarding an advertisement (the "Sera ad") placed with you by the General Majority PAC. The Sera ad is directed at NJ Legislative District 2 (LD2) Assembly candidate Vincent Sera, and began running Tuesday, September 26, 2017. For the record, LD2 encompasses portions of Atlantic County, NJ, from Absecon City to Ventnor City.

The Sera ad inaccurately and untruthfully characterizes the tax record of its subject, Brigantine Council member Vincent Sera, and reflects generally that: "Vince Sera, made (property taxes) even higher" and "Vince Sera, Raising Our Taxes." Without attribution or qualification, and without basis in law or fact, the General Majority PAC's advertisement is misleading at best and intentionally false at worst. As the attached records reflect, Mr. Sera voted on just three budgets during his time on Council. The first one increased the municipal tax levy by \$40,000 (less than 1%), and the succeeding two cut it. Overall, the municipal tax levy went down some \$900,000 during Mr. Sera's tenure, and the General Majority PAC's failure to address that has slandered and libeled his record. Moreover, your organization's failure to properly vet the Sera ad before releasing it, or to require verification of the reflected facts, is a breach of your obligations as journalists and has further tarnished Mr. Sera's record. The NJGOP demands immediate attention and a cessation of the continued publication or distribution of the Sera ad, unless and until the General Majority PAC comes forward with and produces verifiable facts in support of its baseless assertions. Failure to do so voluntarily will result in action being taken to compel its discontinuation.

Rochelle Park Office
218 Rt. 17N, Suite 410
Rochelle Park, NJ 07662
(201) 843-5858 phone
(201) 843-5877 fax

Phillipsburg Office
235 Broubalow Way
Phillipsburg, NJ 08865
(908) 454-8300 phone
(908) 454-5827 fax

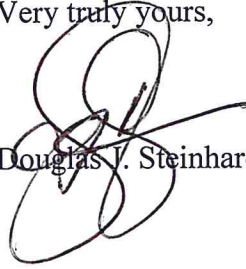
Bethlehem Office
60 W Broad St., Suite 102
Bethlehem, PA 18018
(610) 691-7900 phone
(610) 691-0841 fax

Cherry Hill Office
1010 Kings Highway South
Building 2
Cherry Hill, NJ 08034
(856) 853-5530 phone
(856) 354-8318 fax

New York Office
80 Wall Street
Suite 815
New York, NY 10005
(212) 792-9070 phone

Please be guided accordingly.

Very truly yours,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Douglas J. Steinhardt

DJS/jmb

cc: NJGOP

Atlantic County
Politician



Vince Sera
Raising our
taxes

PROPERTY TAX INFORMATION

VINCE SERA MADE THEM EVEN HIGHER



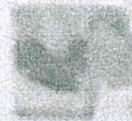
NJ property taxes up by
\$700 million in the last year

Source: NJ Office of the State Auditor, 2017



NJ is No. 1 for taxes yet again,
report says

Source: Tax Foundation, 2017 (repeated)



NJ had highest property taxes in
nation in 2016 (again), study finds

Source: Tax Foundation, 2017

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