



NEW MEXICO BUSINESS COALITION

NMBC Setting the Record Straight

The New Mexico Business Coalition (NMBC), along with many voters, has had enough of candidates who feel it is necessary to try and destroy their opponents personally and/or professionally with statements that are untruthful (or unverifiable at best) in order to win an election. We don't care in which party the candidate is registered; we believe New Mexican voters deserve verifiable facts and that's what they get from the NMBC.

In keeping with our voter education mission and expectation of integrity from candidates and elected officials we feel compelled to set the record straight on some of the campaign tactics that come to our attention.

Here are some tips on determining if information you are receiving is true and accurate:

1. If the information is in writing, such as a mailer or newspaper ad, the candidate or group putting it out, if credible, will provide the source of their information. If there is no source of information or it is too vague to be found, you should probably discount it completely;

2. If the information is sourced, go to the source and determine:
a) Did the source provided take you to the subject material referenced?
b) If the source is correct, does the information in the campaign material accurately reflect what is stated?

3. If you received a robo call, the source should be clearly identified as to what candidate or group paid for the call. If it is not stated, you probably shouldn't believe any part of it.

4. If the political information - whether written, robo call or TV ad - does not contain disclosure of who paid for it, it may be in violation of state or federal campaign laws. You should notify/turn it over to the Secretary of State's office.

Your vote is important and we encourage you to know the facts and demand the truth. Research what you're being told, or, at the very least, call the candidate who put out the ad or the person being attack. **Remember, these candidates want to represent you so they should be willing to answer questions from potential constituents.**