

From The Editor: Candidates to be given a golden opportunity to make their case

April 24, 2022



As a public service to Del Norte County voters and residents, the Triplicate will be publishing a Special Election Edition on May 20. This Special Election Edition will focus primarily on the three Del Norte County Board of Supervisor seats that are up for grabs in the June and November 2022 election season: Districts 3, 4 and 5.

These local races are far too important to ignore, or to otherwise cast an uninformed vote. It will be the job of the Board of Supervisors to determine the outcome of what will certainly be challenging, difficult and controversial matters. As voters, it will soon be our job to decide who we are putting in charge to make those decisions.

The Special Election Edition will give community members, voters and candidates an opportunity to confront the issues in a robust and informative manner. The Triplicate encourages the spirited participation of each candidate and campaign. Letters and opinions will be welcome.

This Special Election Edition will have an extended distribution in those three supervisorial districts. We will make every effort to ensure every voter has a chance to see and read what the candidates have to say.

The Special Election Edition will, of course, be delivered to subscribers and available for purchase at the many shops and newsstands throughout the county.

Readers can expect to find a question and answer forum, with the questions coming from our readers and staff, and the answers coming directly from the candidates. Each candidate will be given the same opportunity to answer the same questions as every other candidate. There will be no bias, favoritism or privilege granted, regardless of how humble or proud the campaign.

The candidates who have thrown their hats into the ring, and the voters who will choose among them, need and deserve more than soundbite coverage of their campaigns. Each candidates will be provided the opportunity to make the case why he or she deserves your vote.

Perhaps the most remarkable feature of this Special Election Edition will be the advertising opportunities – at substantially discounted rates – that will be available to all candidates. Even the most modest campaigns will be able to effectively communicate their messages to voters in a big way.

The May 20 Special Election Edition may very well be the moment when a candidate breaks away from the pack.

Such effort takes planning and hard work, here at the Triplicate, as well as within each campaign. We encourage those who have an interest to contact us at their earliest convenience so that arrangements can be made to obtain the best possible outcome from this Special Election Edition.

Advertising at these heavily discounted rates, that will be delivered to a vastly increased local audience, will be available to businesses and other non-political advertisers, as well. Maybe this is a good time to introduce one's business, products, or services to the community.

Please contact editor Dan Schmidt at 707-460-6723 for inquiries concerning press releases, photographs, and other campaign statements and announcements. Contact advertising representative Chuck Blakeslee at 541-813-1717 to inquire about advertising graphic design, rates and placement.

This Special Election Edition is just one of many more steps that The Triplicate is taking to fulfill its duty to provide relevant, timely, interesting and locally generated news and information to Del Norte County.

Thank you for this opportunity to serve you better.

Daniel J. Schmidt

Editor