



Votes and Quotes: A Guide to Outstanding Election Campaign Coverage

Jim Pumarlo

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When election time comes around, newspapers are faced with the demanding and highly scrutinized task of effectively and ethically providing election coverage, often on limited resources. This book guides newsrooms in formulating a plan for covering elections—before, during, and after—and how to consider the impact this has on their readers. It covers a wide range of issues, including being consistent in reporting candidate announcements, handling letters to the editor, and offering editorial endorsements.



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