



From the Office of Secretary of State John A. Gale

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New radio spots address ballot language for Referendum 426

LINCOLN – A pair of public service announcements featuring Secretary of State John Gale will start airing on radio stations across Nebraska, from now until Election Day. The ads explain the language that voters will see on the ballot for Referendum 426, the death penalty issue.

“Aside from the presidential race, this may very well be the highest profile issue on the statewide ballot,” noted Gale. “Based on turnout at recent public hearings, it is clear that Referendum No. 426 has the strong interest of the public, and demonstrates their desired interest to understand it.”

The 30 and 60 second announcements were produced in cooperation with the Nebraska Broadcasters Association. Gale said this latest effort adds to the collective voices trying to clarify the ballot language.

“Nebraskans have been hearing about this issue for nearly two years now, through legislative hearings and debate, the petition process, public hearings and it will all culminate at the polls.”

Saying that it was too significant an issue for voters to skip, Gale decided to produce the public service announcements as an appropriate and necessary step to further educate the public.

“It’s easy to get tripped up over the language. If you mark your ballot to repeal LB 268, it means you want to continue the death penalty in Nebraska. If you vote to retain LB 268, it means you want to abolish the death penalty in Nebraska.”

Voters can see a sample of the ballot language on the Secretary of State’s website at: www.sos.ne.gov.

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