

Guidelines for Recording Listener Candidate Statements

Note: Staff Candidates CAN record statements but these will NOT get aired. These statements can be added to listener and staff online profiles.

Guidelines for producing statements

- Record 2 formats
 - 60 sec
 - 30 sec
- Why two?
 - 60 second is the standard
 - 30 second statements can be paired in order to increase the frequency of airing each candidates' name and statement in light of competing for airtime. This will be needed at KPFA and may not be needed at other stations
- Background music
 - Can be selected by the candidates
 - If they don't have a preference, let them know you will choose it for them
 - If they do not want music in the background that is fine too
- Disclaimer
 - Be sure to allow room at the top or bottom of the PSA for this disclaimer
 - *The Candidate Statements belong to the author of the statement only and should not be assumed to be true or to reflect the editorial stance or policy of the Pacifica Foundation or the opinions of its management, Pacifica National Board, station staff, or other listener members.*
- Candidates must follow the fair campaign provisions (no libelous, slanderous or factually incorrect information will be allowed).
- If you have any doubts with respect to the latter please send me the recording (or a transcript) so we can decide
- You should offer candidates recording time - but - if they fail to show up or fail to confirm - tell them that you will have an anonymous voice record their statement (I will be this voice for anyone nationwide)
- They can provide text for this statement - but if they fail to do so - then they should be notified that you will use their candidate statements they have provided
- **It is important that you record everyone in a timely fashion so that we can get candidate statements into rotation by the first week in August.**
- **Schedule the rotation of each Candidate statement so that they air an equivalent amount of time and at different times during the day**
 - **Example of a bare minimum rotation schedule for 60 second PSAs**
 - **Month of August - 9 CARTS per day, 3 slots in the morning, 3 in the afternoon, 3 at night**
 - **Total of 18 candidates**
 - **See Table below for a grid method to use when scheduling candidate cart rotation**
 - **Row = Candidates (1 to 18) | Columns = CART slots**
 - **Table represents a 2 day rotation schedule, "1" indicates scheduled rotation of a given candidate cart**

Date	Cand idate	AM 1 (slot 1)	AM 2	AM 3	PM 1	PM 2	PM 3	NT 1	NT 2	NT 3
Aug 5	1								1	
Aug 5	2									1
Aug 5	3	1								
Aug 5	4		1							
Aug 5	5			1						
Aug 5	6				1					
Aug 5	7					1				
Aug 5	8						1			
Aug 5	9							1		
Aug 6	10								1	
Aug 6	11									1
Aug 6	12	1								
Aug 6	13		1							
Aug 6	14			1						
Aug 6	15				1					
Aug 6	16					1				
Aug 6	17						1			
Aug 6	18							1		

Based on this grid - with 9 slots open and 18 candidates, it will take 18 days to have a rotation schedule which ensures each candidate has appeared at each available slot. This is just one way of organizing the rotation.

Guidelines to give Candidates to help them create their statements

- State your name at the beginning and at the end of your recording
- Prepare at 50 word (30 second) and 100 word (60 second) statement
- State why you are running for the Board
- State the qualifications you will bring to the Board
- When recording, take your time, we can always edit out breaths, retakes, long pauses
- Imagine you are talking to someone
- Put a small smile on your face when speaking - this will help open your tone of voice and shed an air of positivity