

## Guidelines for Organizing On air Candidate Forums

**Note: No staff on air forums need be organized. The PNB resolution on election airtime requires us to organize 3 forums. Each forum is divided into 1 hour long segments where you schedule 5 candidates. The total amount of 1 hour segments which determine the length of the forum will depend on the number of listener candidates you have running.**

### **When should these be scheduled?**

- Ideally these will be spread out at different times of the day and week in order to capture a diversity of listeners. However you will have to work with station realities.
- Schedule the on air forums to occur once listeners have their ballots in hand.
  - *August 23rd through September*
- Schedule around station realities in order not to generate conflict
  - *For example KPFA has a mini fund drive from Sept 10 to 20, so we should schedule forums to happened before and after this window of time.*
- Schedule different times of the day for the 3 forums
  - *Schedule 1st forum during the afternoon hours, for example, August 23rd - 27th from 4-5pm*
  - *Schedule 2nd forum during the evening hours, for example September 6th - 10th from 7-8pm*
  - *Schedule 3rd (final) forum during the morning hours, for ex. Sept. 20th - 24th from 9-10 am*
- Candidates appearing in each hour should be randomly grouped - BUT - taking into account slate or faction. You want people from different slates/factions to appear during each hour.
- Candidates can ask you if they can switch slots with someone else - but you have to approve

### **What do I need to prepare?**

- First decide what kind of format the forum will consist of. There is an example appended.
- To maintain neutrality, you must have everyone who participates read and sign the groundrules.
- It is important to prepare candidates, timekeepers, hosts/moderators and the board operator(s) well ahead of time (NOT THE DAY OF).
- To prepare candidates, make a master-list of questions for candidates to prepare based on relevant issues (feedback collected from multiple parties)
- To prepare moderators - write a script for them based on the format of the on air format
- For the Board operator, provide a run sheet which is a minute by minute break down.
- For the timekeepers - make sure they understand the format, have a copy of the hosts' script, have a stop watch (or other form of keeping time) and some time cards to indicate to candidates how much time they have left to speak (ex. 30 Sec, 60 Sec).
- The host should announce the amount of time each candidate has to speak (based on the script which you write) and therefore the amount of time the timekeeper needs to keep track of.

### **Who should host/moderate these forum?**

- You can moderate but I assure you will want help with this.
- You have moderator's sign the groundrules write down their political tendencies (if they are favoring one side or another) as a way to prevent any sort of bias being introduced.
- The moderators should represent different perspectives.

- Approach station staff, other hosts such as representatives from the League of Women Voters), other community members, other local talent/activists.
- Do a mock forum (trial run) with hosts before the actual forum in order to work through any confusion.

**The following Technical Guides are appended:**

- 3-4pp Groundrules
- 5-7pp Onair Forum Formats (2 examples)
- 8-14pp Masterlist of questions for candidates (example from KPFA's 2009 election)
- 15-16pp Runsheet for board operator
- 17-22pp Moderator script example
- 23p Remarks from my experience with all onair and in person forum production in 2009
- Remember that there is also useful information included in the **Programming Guidelines Document 2010**

## GROUND RULES

**ONAIR FORUM Groundrules - All Participants need to read and sign that they have understood and will abide by these rules to maintain fairness and neutrality.**

**DATE & TIME:** \_\_\_\_\_ (fill in)

- It is not possible to modify your time-slot.
- Please arrive 20 minutes ahead of schedule.
- If you are not present we will begin the debate without you.
- You probably will not be able to participate if you miss your time slot.

## **GROUND RULES**

- There will be no substitutes or stand-ins for the candidates. In the event of absence, candidates can provide a 15 second statement to be read by the local election supervisor for presentation.
- All news releases about the debate will be handled by the local election supervisor and sent simultaneously to all the candidates.
- Campaign banners, signs, literature handouts or other campaign paraphernalia will be allowed in the debate hall.
- Opening Statements: The moderator will introduce the candidates using a 15-second introduction provided by the candidates. If no introduction is provided, the moderator will use the 15-second introduction provided by the local election supervisor.
- Candidates will be introduced by title. Thereafter, "Mr." and "Ms." will be used.
- Random sequence generated by random.org prior to the debate will decide the order of candidates for answering the first question, stating comments, making follow-up questions and making closing statements. Candidates will be assigned a card (C1, C2, C3, C4 and C5) respecting the order.
- Candidates can bring notes, pad and pens for taking notes during the debate.
- Cell phones should be turned off.
- Time limits on responses will be strictly observed.
- All candidates will receive a master list of questions to prepare (see Master list of LSB Election Questions).
- Debate questions will be taken from the master list.
- Candidate follow-up questions must keep on topic.
- The master list represents questions provided to the local election supervisor from staff and listener – members.
- A timekeeper will hold cards (30 seconds, 10 seconds), visible to the speaker, indicating how much time remains. When the "stop card" is shown, the speaker must end his/her speech within 10 seconds.
- The moderator will have the responsibility for enforcing time limits. The moderator also will have the authority to interrupt the proceedings to enforce the groundrules and format that were agreed to by the candidates.
- The moderator will introduce the candidate speaking before and after he/she speaks.
- The moderator may restate the question.
- The moderator may interrupt the candidates if they believe the candidates are straying from the subject.

- The candidates will not interrupt one another.
- The candidates' closing statements should be significantly related to the matters debated previously.
- As there is no opportunity for rebuttal following the closing statements, candidates will refrain from personal attacks or charges.
- The debate must be run by a moderator, who does not act as a spokesman for the station or any individual candidate or candidate slate on the subjects discussed, but has the sole function of ensuring that the ground rules are observed.
- At the beginning and end of each debate, the moderator must state that the views expressed are those of the candidates, not of KPFA, and that the sponsorship of the debate is not an endorsement by the sponsor of any candidate.
- The moderator must also state that all viable candidates have been invited.
- **Prior to forums, Moderators / Hosts, Timekeepers and Board Operators must disclose, in writing, any affiliations with, and/or endorsements for, any candidates, or candidate slates to the National Election Supervisor.**
- The radio station may report what happens at the debate, but must do so without mentioning the candidates name, providing editorial comment or endorsement and must circulate the report only through its normal channels of communication.
- The radio station may refer listeners to the debate which will be kept in the archive and accessible online.

I \_\_\_\_\_ (name in print) have read and agree to abide by the ground rules.

**Signed:**

**Dated:**

**Type of Participant (circle one)**

**Candidate**

**Moderator / host**

**Timekeeper**

**Board Operator**

**If Moderator/Host, Timekeeper or Board Operator disclose your affiliations and endorsements of any candidates or candidate slates in writing below. If you refuse to disclose this information you cannot participate in the on air forum.**

## **On-air Forum Format 1 – Sample Script**

### **ONAIR FORUM FORMAT 1**

The debate format consists of the traditional Q&A format (debate question taken from the master list) and each candidate will be asked a unique question. Each question will be followed by an opportunity for the other candidates to make a comment and pose a follow-up question.

#### Opening Section:

Opening statement by moderator consisting of KPFA LSB election introduction, debate format & rules, 15 second introduction to each candidate participating (4 minutes)

#### Section I:

##### *Question one for candidate 1 (C1)*

Moderator asks the first question to be answered by the **first candidate (C1)** determined by the initial random sequence

*Answer period 1 (2 minutes)*

C1 has 2 minutes to answer the question

*Commentary & Follow-up Question period (2 minutes)*

Each of the 4 remaining candidates have 30 seconds to comment on C1's answer (support, refute, add or remove something) and ask a follow-up question. They can pass if they have nothing to say.

The ordering of comments will be determined by the same sequence (C2, C3, C4, C5).

*Answer period 2 (2 minutes)*

C1 responds to candidate questions and comments.

#### Section II:

##### *Question two for candidate 2 (C2)*

Moderator asks the second question to be answered by the **second candidate (C2)** determined by the initial random sequence

*Answer period 1 (2 minutes)*

C2 has 2 minutes to answer the question

*Commentary & Follow-up Question period (2 minutes)*

Each of the 4 remaining candidates have 30 seconds to comment on C2's answer (support, refute, add or remove something) and ask a follow-up question. They can pass if they have nothing to say.

The ordering of comments will be determined by the same sequence (C3, C4, C5, C1).

*Answer period 2 (2 minutes)*

C2 responds to candidate questions and comments.

#### Section III:

##### *Question three for candidate 3 (C3)*

Moderator asks the third question to be answered by the **third candidate (C3)** determined by the initial random sequence

*Answer period 1 (2 minutes)*

C3 has 2 minutes to answer the question

*Commentary & Follow-up Question period (2 minutes)*

Each of the 4 remaining candidates have 30 seconds to comment on C3's answer (support, refute, add or remove something) and ask a follow-up question. They can pass if they have nothing to say.

The ordering of comments will be determined by the same sequence (C4, C5, C1, C2).

*Answer period 2 (2 minutes)*

C3 responds to candidate questions and comments.

#### Section IV:

*Question four for candidate 4 (C4)*

Moderator asks the fourth question to be answered by the **fourth candidate (C4)** determined by the initial random sequence

*Answer period 1 (2 minutes)*

C4 has 2 minutes to answer the question

*Commentary & Follow-up Question period (2 minutes)*

Each of the 4 remaining candidates have 30 seconds to comment on C4's answer (support, refute, add or remove something) and ask a follow-up question. They can pass if they have nothing to say.

The ordering of comments will be determined by the same sequence (C5, C1, C2, C3).

*Answer period 2 (2 minutes)*

C4 responds to candidate questions and comments.

#### Section V:

*Question four for candidate 5 (C5)*

Moderator asks the fifth question to be answered by the **fifth candidate (C5)** determined by the initial random sequence

*Answer period 1 (2 minutes)*

C5 has 2 minutes to answer the question

*Commentary & Follow-up Question period (2 minutes)*

Each of the 4 remaining candidates have 30 seconds to comment on C5's answer (support, refute, add or remove something) and ask a follow-up question. They can pass if they have nothing to say.

The ordering of comments will be determined by the same sequence (C1, C2, C3, C4).

*Answer period 2 (2 minutes)*

C5 responds to candidate questions and comments.

#### Section VI:

Each candidate makes a 30 sec. closing statement in the order of appearance (C1, C2, C3, C4, C5).

With the remaining time the moderator accepts calls from the public. Callers have 15 seconds to ask their question.

General questions are prioritized and questions directed at specific candidates are screened in order to make sure that each candidate gets an equal opportunity to answer questions from the public.

## **Onair Forum Format Sample 2**

### FINAL ONAIR FORUM FORMAT

The final onair forum format consists of candidates asking other candidates a question. Each candidate will have a chance to ask 1 question to the others. The order of questions and answers will be randomly assigned.

Each question will be answered by all candidates. Questions must be general directed to all other candidates.

After each candidate has asked a question questions will be taken from the public.

#### Outline:

1. Opening statement by moderator consisting of KPFA LSB election introduction, format and introduction to each candidate participating (30 seconds per candidate).
2. First candidate (C1) asks their question (30 seconds). Each of the other candidates answer (1 minute each). All candidates ask questions. All candidates answer.)
3. Calls are taken from the public
4. Closing statements (1 minute each).

## **MASTER LIST TOPICS FOR KPFA ELECTION CAMPAIGN 2009**

**Note that these questions may NOT be relevant to your station or this year's election.**

### **Membership Policy**

Please suggest a method to document the quality and quantity of volunteer work, both of which is used to determine membership, either listener-sponsor-member or unpaid staff.

### **Unpaid Staff**

Two years ago GM derecognized the UPSO until reversed by PNB.

What do you think should be the role of the unpaid staff in the station?

How do you think they should be represented?

### **Member Rights**

What rights do you have as a member?

What are the practical implications of these rights with respect to getting involved in KPFA-decision making process?

### **Election Quorum**

Currently there is a lot of discussion concerning the accuracy of the unpaid staff list, should this be taken into account with respect to the 1/3 quorum required to make this a valid staff election?

Though we have met quorum in the past only a small percentage of listeners have been voting in LSB elections.

Why do you think this is?

Do you think that those who vote are representative of the listener-sponsor population (demographics, social/cultural diversity)?

How can we increase voter turn-out?

### **Election Policy**

Why are listener-member elections separate from staff elections?

Given that paid and unpaid staff are separate, does it make sense to combine the two bodies for the election of staff delegates to the LSB?

Please suggest a method to improve and enforce the Fair Campaign Provisions.

Should there be an incentive/disincentive system in place for staff members who fail to sign the FCP? What should the consequences be for a violation keeping in mind that all violations are not the same? How should the gravity of the violation be quantified?

What would be a reasonable corresponding consequence for different levels of violation?

### **Local Station Boards**

According to the Pacifica bylaws, one of the duties of the Local Station Board is "To work with station management to ensure ... that station policies and procedures for making programming

decisions and for program evaluation are working in a fair, collaborative and respectful manner to provide quality programming" (Article 7, Section 3, Part G).

Do you think that KPFA's policies and procedures for making programming decisions and for program evaluation are working in a fair, collaborative and respectful manner?

If yes, what current policies and procedures are in place to meet that standard?

If no, what policies and/or procedures do you propose that might lead to meeting that standard?

How often should the LSB meet?

Should one of the roles of the LSB be fundraising?

If not, why not?

If so, what is your fundraising strategy? How much money do you think it could raise?

### **Community Advisory Boards**

It has been said that Pacifica is in dire need of social capital and has so far failed to utilize Community

Advisory Boards (CABs) which could help address this problem. Pacifica is out of compliance with the CPB requirements for CABs. This may be a reason for Pacifica's lack of responsiveness to local communities and may explain dwindling listener population. In order for Pacifica to remain relevant it needs to directly engage not only with the communities it serves (i.e. current loyal listeners-sponsors), but also reach out to new listeners in communities that need the Pacifica network and may be naturally drawn to Pacifica. Though Pacifica has created internal mechanisms for engaging with the community (i.e. the Committees of Inclusion, and Outreach Committees) these bodies remain generally inactive or without a clear purpose or clear feedback loop to the stations.

Please study these CAB references (also attached) <http://www.srg.org/governance/CAB/CAB.html>

<http://www.cpb.org/stations/certification/cert3.html>

What is your understanding of the difference between the role of the Local Station Boards and the role of the Community Advisory Boards?

What is your understanding of the basic statutory requirements of the Communications Act that KPFA has to meet in order to be in compliance?

How do you think the Location Station Boards and the Community Advisory Boards can work together to ensure that the station is meeting the needs of the community it serves and that the CAB serves as an effective mechanism for the broader community, including non-subscribers, to provide input and advice to the stations?

As you may know, the CPB does not prescribe any particular structure for the formation of Community Advisory Boards, but leaves it up to each station to develop a model that best suits

that station. What is your understanding of the structure that is currently in place and what sort of model would you suggest for KPFA?

Please define underrepresented communities.

How will you reach out to the underrepresented communities as a member of the LSB?

How do you plan to work to see that the KPFA airways better reflect our underrepresented communities ?

### **National Board**

Do you understand the relationship between the Pacifica Foundation and the 5 stations?

The Pacifica National Board has updated the Job Description for all future Executive Directors of Pacifica to include "Developing, monitoring and enforcing procedures and policies" What areas of Policy do you think are most in need of development, and what do you believe would be the respective appropriate roles of the Local Station Board, and its appointees to the Pacifica National Board, to work with the Executive Director towards defining and implementing such Policies?

### **Financial Issues**

In your opinion, how healthy or unhealthy is KPFA/Pacifica, financially?

What is your understanding of KPFA/Pacifica's financial problems?

How do you propose to resolve these problems?

### **Financial Crisis**

In 1999 one of the issues which fueled the crisis was the consideration by the then national board to sell one or more of the 5 Pacifica stations.

Do you consider selling one or more of the 5 Pacifica stations as an option to resolve financial problems?

If so, why? If not, why not?

Propose ways to prevent the past from repeating itself.

If one of the stations, was sliding deeply into debt, as happened at WBAI, what should be done?

How can we prevent this from happening again?

### **Fundraising**

What are the strengths and weaknesses of the existing models of fundraising at KPFA/Pacifica?

Propose alternative fundraising ideas/models. Think about the strategy and timeline for the implementation of your alternatives.

### **Balancing the Budget: Staff reductions**

KPFA is the only station in the network that has not made the fiscal 2009 PNB mandated staff reductions amounting to \$300,000. How should staff reductions be determined? You may want to consider seniority, program evaluation, listener-support (which programs raise the most funds for KPFA) etc.

### **Programming**

What are the strengths and weaknesses of KPFA programming?

There is currently no Program Council. Should there be a Program Council? What should be the role of the Program Council?

What do you think of a democratically elected program council, compiled of staff, paid and unpaid, management, lsb reps and community reps?

Do you think such a program council should evaluate existing programming and make decisions about what new programs go on the air? If yes, why? If no, why?

If you do not support the program council model who do you think should determine which new programs are selected and why?

What is your understanding of independent journalism?

Do you think rules around independent journalism require the board to remain out of editorial decisions around programming?

Should LSB members be involved in determining programming?

Study the program grid. Do you know how the current programs got on this grid?

Do you know how programming decisions are currently made at KPFA? If so, please describe.

How are programs evaluated?

How are programming decisions (removal of programs, addition of new programs, schedule modification and more) currently made?

What criteria (the program evaluation procedure) should be used to make programming decisions? Determine what new programs get selected, what programs get eliminated, how present programming might be changed?

KPFA's basic format has remained the same for decades. It includes lunch and drive time strip programs, like Flashpoints and the Morning Show, produced and hosted by paid staff members with music from 10-11 am and after 8 pm in the evening.

Do you think KPFA should change its format?

If so, what policy would govern that change and who should be involved in making the decisions?

Do you know how decisions are made regarding what gets on the KPFA news and the way the items are reported?

What is your vision regarding how news decisions should be made?

Do you support the current programming model with 60% of the programs being music programs and why?

### **Election Politics**

What are the pros and cons of being part of a slate?

How do slates impact the results of the single transferable voting method?

Do you think that slates skew the election process in any way?

Do you think slates facilitate or prevent listener-sponsors from participating in the election?

If you are part of a slate, what differentiates it from other slates?

What policies has your slate proposed?

What policies has your slate implemented?

Have these policies been evaluated? Can you report measurable results due to these changes?

Have there been improvements?

### **Listener Democracy**

What makes KPFA/Pacifica unique when compared to other listener-supported media?

Please define “listener democracy”. What is your view on listener democracy?

Do you feel listener democracy is working well or poorly at KPFA/Pacifica?

Suggest way that we can we improve listener democracy.

What are pros and cons of listener democracy? Should the pros and cons of listener democracy be openly debated?

Only a small percentage of listeners have been voting in LSB elections. Why do you think this is? How could the percentage be increased? Or is it okay as it is?

The KPFA/Pacifica audience appears to be dwindling. Why do you think this is happening?

What should we do about this?

What can be done to increase KPFA/ Pacifica audience?

How can we increase community participation in KPFA?

### **Personal Opinions, Experience, History & Knowledge of KPFA**

What do you think are the most serious problems, needing the most immediate attention at KPFA/Pacifica?

What do you propose as solutions for these problems?

Do your solutions differ from what is being carried out by the current board of directors?

What is a community radio? Should KPFA be a community radio?

What is your history and involvement with KPFA prior to this election cycle?

(for incumbents) What is your attendance record at LSB meetings?

(for non incumbents) How many LSB meetings have you attended as a listener observer?

If elected, what percentage of meetings would you pledge to attend? And, if you found yourself unable to fulfill that pledge, after missing how many meetings would you resign?

How long have you been a member of KPFA? When did you first join KPFA and why?

Why is it important to have elections for Local Station Board members?

What shows do you listen to on KPFA and why do you like them?

Have you ever volunteered for KPFA? If not, why not?

What do you know about KPFA's history? When was KPFA started? Why was it begun? Who created KPFA?

What do you know about the Pacifica Network? How does KPFA fit into the Network?

What do you know about Pacifica's governance structure?

How does KPFA fit into this governance structure?

What do you know about Pacifica management structure with regards to the Local Station Board and to the Pacifica National Board?

What do you know about KPFA management structure with regards to the Local Station Board?

What qualifications/skill will you bring to the LSB if elected?

What background & experience do you have in finance and economics? Such as, for example, academic? Buying a house? Etc.

Do you think there should be more public affairs programs and if so, why?

What types of new programs would you like to see on KPFA and why? What types of programs should be eliminated from KPFA to make way?

Are you satisfied with the news coverage on KPFA? If not, why not?

### **Current Station Events**

This week, August 20, 2009 marks the anniversary of the day the Berkeley Police Department was called into the KPFA's studios to forcibly remove an unpaid volunteer producer. The circumstances that led up to the incident, as well as the protocols and procedures used for handling the dispute, remain a continuing source of controversy, and prompting unresolved questions how an institution so committed to promoting peace and understanding could justify the use of outside law agencies to enforce the organization's Policies.

Although there was some intent stated to holistically address the issue, there is continued criticism of there being little or no significant follow-through at the local level to adequately discuss and address the incident, nor any publishing of Board-approved Policies clearly outlining the codes of conduct with a schedule of violations and consequences, nor any appeals process.

Do you think such a public discussion would be useful? What do you think about this incident, and of the appropriate role of the Board, in terms of station Policy and Procedures, that such incidents and other misunderstandings may be avoided in the future?

Do you think KPFA needs clear guidelines and policy for programmers to use that can be viewed in a public space at the station?

There was an article in the Berkeley Daily Planet on Thursday, Aug 6th titled: KPFA Charges Pacifica With Raid on Station's Funds By J. Douglas Allen-Taylor. What is your take on the information in that article?

Do you think KPFA should have 'call to action' announcements?

What is your position on Pacifica's failure to hire an executive director since Nicole Sawaya's resignation?

What is your reaction to the recent terminations of Lonnie Hicks, Anthony Riddle, Bernard White, and Ron Pinchback?

## **On-air Forum Preparation - Run-Sheet Sample for Board Operator**

Note: This is just an example - you will need to modify based on your need

**C = Candidate**

**Q = Question**

### **Corresponds to the Onair Forum Format Sample 1**

6:30:00 PM	1 minute	Music
6:31:00 PM	4 minutes	Moderator Opening Statement/Q1
6:35:00 PM	2 minutes	C1 answers Q1 C2, C3, C4, C5 have 30 seconds each to add a comment/ask a follow-up question
6:37:00 PM	2 minutes	C1 responds to the others
6:39:00 PM	2 minutes	CUSHION
6:42:00 PM	1 minute	Moderator asks Q2 to C2
6:43:00 PM	2 minutes	C2 answers Q2 C3, C4, C5, C1 have 30 seconds each to add a comment/ask a follow-up question
6:45:00 PM	2 minutes	C2 responds to the others
6:47:00 PM	2 minutes	CUSHION
6:51:00 PM	1 minute	Moderator asks Q3 to C3
6:52:00 PM	2 minutes	Q3 answers Q3 C4, C5, C1, C2 have 30 seconds each to add a comment/ask a follow-up question
6:54:00 PM	2 minutes	Q3 responds to the others
6:56:00 PM	2 minutes	CUSHION
7:00:00 PM	1 minute	Moderator asks Q4 to C4
7:01:00 PM	2 minutes	C4 answers Q4 C5, C1, C2, C3, C4 have 30 seconds each to add a comment/ask a follow-up question
7:03:00 PM	2 minutes	C4 responds to the others
7:05:00 PM	2 minutes	CUSHION
7:07:00 PM	2 minutes	Moderator asks Q5 to C5
7:09:00 PM	1 minute	C5 answers Q5 C1, C2, C3, C4 have 30 seconds each to add a comment/ask a follow-up question
7:10:00 PM	2 minutes	C1, C2, C3, C4 have 30 seconds each to add a comment/ask a follow-up question
7:12:00 PM	2 minutes	

7:14:00 PM2 minutes	C5 responds to the others
	Moderator thanks everyone and each candidate has 30 secs for a closing statement
7:16:00 PM3 minutes	
7:19:00 PM1 minute	Call is taken from the public
	Candidates are given 30 seconds to respond to the question C5, C4, C3, C2, C1
7:23:00 PM3 minutes	
7:26:00 PM1 minute	Call is taken from the public
	Candidates are given 30 seconds to respond to the question C5, C4, C3, C2, C1
7:27:00 PM3 minutes	
08:00:00 PM1 minute	Music

## **Onair Forum Format 1 - Moderator Script Sample Moderator Script Template**

**Note this is just an example and would need to be modified to match you format, host and the candidates present.**

### **Moderator Opening Statement (4 minutes)**

Hello and welcome to the second listener candidate radio forum for KPFA's 2009 local station board election. This is the second part featuring the participation of more candidates running for the local station board. I'm Renee Asteria, the election supervisor and moderator for the program. The questions I will ask candidates represent concerns raised at the multiple in person forums we have been having all over the Bay area over the past 3 weeks.

The rules are as follows:

Each candidate has 30 seconds to introduce themselves.

I will then ask a question to 1 of the 4 candidates and that candidate will have 2 minutes to respond to the question at hand.

The other candidates will have 30 seconds each to, either challenge the candidate who spoke with a follow-up question or, make a comment or say Pass if they have nothing to add.

The candidate under question will then have 2 minutes to respond to the questions or comments made by the other candidates.

I will ask a unique question to each candidate. Each question has been randomly assigned to candidates.

Once all candidates have been questioned they will each have have 30 seconds to make a closing statement. Then we will accept calls from the public, only general questions will be accepted at this time.

Please remember the call in number is ...

In this first hour, the candidates participating in this debate are:

- 1 Shara Esbenshade
- 2 Conn Hallinan
- 3 Sasha Futran
- 4 Virginia Rodriguez

First question to - Shara Esbenshade - you have 2 minutes.

Thank you ...

Questions or Comments from Conn Hallinan, Sasha Futran, Virginia in that order, you have 30 seconds each

Thank you

Shara now has 2 minutes to respond.

Thank you Shara

Question 2 to Conn you have 2 minutes

Questions or Comments from sasha, Virginia shara in that order, you have 30 seconds each

Thank you

Conn now has 2 minutes to respond.

Thank you conn

Question 3 to Sasha you have 2 minutes

Questions or Comments from Virginia, Shara, Conn in that order, you have 30 seconds each

Thank you

Sasha now has 2 minutes to respond.

Thank you Sasha

Question 4 to Virginia you have 2 minutes

Questions or Comments from Shara, Conn, Sasha in that order, you have 30 seconds each

Thank you

Virginia now has 2 minutes to respond.

Thank you Virginia

All candidates please make you 30 second closing statement in this order  
Virginia Sasha Conn Shara

I will now take the first caller's question and candidates each have 1  
minutes to respond in this order –

Conn, sasha, Virginia, shara  
Sasha, Virginia, Shara, Conn  
Virginia, Shara, Conn, Sasha  
We are out of time

Thank you for participating in second radio show for KPFA's 2009 local  
station board election. Stay tuned for the second hour of this program.  
Please make sure to vote in these elections. Oct 15<sup>th</sup> is the deadline for  
returning your ballot!

In this second hour, Following a random order the candidates  
participating in this debate are:

- 1 Donald Goldmacher
- 2 Adam Hudson
- 3 Gerald Saunders

First question to - Donald - you have 2 minutes.

Thank you ...

Questions or Comments from Adam, Gerald in that order, you have 30  
seconds each

Thank you

Donald now has 2 minutes to respond.

Thank you Donald

Question 2 to Adam you have 2 minutes

Questions or Comments from Gerald, Donald in that order, you have 30  
seconds each

Thank you

Adam now has 2 minutes to respond.

Thank you Adam

Question 3 to Gerald you have 2 minutes

Questions or Comments from Donald, ADam in that order, you have 30 seconds

Thank you

Gerald now has 2 minutes to respond.

Thank you Gerald

All candidates please make you 30 second closing statement in this order  
Judith, Gerald, Adam, Donals

I will now take the first caller's question and candidates each have 1 minutes to respond in this order –

Adam, Gerald, Donald

Gerald, Donald Adam

Donald adam gerald

We are out of time

Thank you for participating in second radio forum for KPFA's 2009 local station board election. Stay tuned for the third hour of this program. Please make sure to vote in these elections. Oct 15<sup>th</sup> is the deadline for returning your ballot!

In this third and final hour, Following a random order the candidates participating in this debate are:

1 Pamela Drake

2 Richard Phelps

3 Andrea Prichett

4 Jack Kurzweil

First question to - pamela - you have 2 minutes.

Thank you ...

Questions or Comments from Richard, Andrea, Jack in that order, you have 30 seconds each

Thank you

Pamela now has 2 minutes to respond.

Thank you Pamela

Question 2 to Richard you have 2 minutes

Questions or Comments from Andrea, Pamela, Jack in that order, you have 30 seconds each

Thank you

Richard now has 2 minutes to respond.

Thank you Richard

Question 3 to Andrea you have 2 minutes

Questions or Comments from Jack, Pamela, Richard in that order, you have 30 seconds each

Thank you

Andrea now has 2 minutes to respond.

Thank you Andrea

Question 4 to Jack you have 2 minutes

Questions or Comments from Pamela, Richard, Andrea in that order, you have 30 seconds each

Thank you

Jack now has 2 minutes to respond.

Thank you Jack

All candidates please make you 30 second closing statement in this order  
Jack, andrea, Richard, pamela

I will now take the first caller's question and candidates each have 1 minutes to respond in this order –

Richard, andrea, jack, Pamela

Andrea, jack, Pamela, Richard

Jack, Pamela, Richard, andrea

This ends the second radio forum for KPFA's 2009 local station board election. Please make sure to vote in these elections. Oct 15<sup>th</sup> is the deadline for returning your ballot! Visit [kpfaelection2009.net](http://kpfaelection2009.net) for more information. Contact me at [election@kpfa.org](mailto:election@kpfa.org) for all questions.

## 2009 LES Experience, Challenges & Solutions

With initially 30 candidates running in this election, it may have appeared as a daunting task to produce candidate carts and get them into rotation. But we worked with station realities, reduced the air-play time and produced “tasty” candidate carts by putting music in the background. In order to increase the frequency with which the candidates’ names and statements were broadcast candidate statements were reduced to 30 seconds and paired to fit into the 1 minute long PSA format required to ease the scheduling of Cart rotation.

We produced 3 onair forums (total of 18 hours, 5 candidates appearing at each hour) and had a good turn out with respect to candidate participation (75% at least). One problem of the main problems we had was with the sound quality due the fact that many candidates chose to call-in rather than come to the station in person and due to the loud beeping of timers. As a solution, one should insist that candidates participate in person unless absolutely impossible – or have a maximum of 1 call-in per hour of forum. Not only were candidate calls lost (due to poor reception) but it made taking calls from the public more complex. Also we worked with 5 different board operators, adding an additional level of complexity. Try to work with just one board operator and ask that this person get paid for their time.

We had about a dozen in person forums over a 3 week period. As we failed to partner with host organizations, these were relatively poorly attended. However they served as a precedent, setting an example of what a “real” campaign consists of. Also I managed to record all of them and post a few on the election specific blog for greater access.

The height of the campaign conflicted with the fall fund drive, this caused a lot of frustration and loss of energy and resources. This needs to be avoided or the fund-drive and election process totally integrated.