

THE STATE OF ARIZONA
CITIZENS CLEAN ELECTIONS COMMISSION

REPORTER'S TRANSCRIPT OF VIRTUAL DEBATE WORK GROUP MEETING

Phoenix, Arizona

March 29, 2023

10:04 a.m.

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1 DEBATE WORK GROUP MEETING OF THE CITIZENS CLEAN
 2 ELECTIONS COMMISSION, convened at 10:04 a.m. on
 3 March 29, 2023.
 4
 5 ATTENDEES:
 6 Commissioner Mark Kimble, Chairman
 7 Gina Roberts, Clean Elections
 8 Avery Xola, Clean Elections
 9 Mike Becker, Clean Elections
 10 Thomas Collins, Clean Elections
 11 Alec Shaffer, Clean Elections
 12 Cathy Herring, Staff
 13 Paul Boyer
 14 Representative Oscar De Los Santos
 15 Morgan Dick
 16 Renaldo Fowler
 17 Karl Gentles
 18 Gianna George
 19 Tara Jackson
 20 Chris Kline
 21 Leah Landrum Taylor
 22 Rodd McLeod
 23 Lee Miller
 24 Anusha Natarajan
 25 Constantin Querard
 Bradley Reece
 Bob Robson
 Paul Senseman
 Lisa Simpson
 Leezah Sun
 Colleen Connor, State Elections Director
 Michael Drozdowicz, Riester
 Christina Stone, Riester
 Kent Earle
 Nicole Greason
 Bob Karp

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P R O C E E D I N G

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 3 CHAIRMAN KIMBLE: The March 29th meeting of the
 4 candidates -- candidate debate workgroup is called to order.
 5 Good morning. I'm Mark Kimble, I'm one of five
 6 appointed commissioners serving on the Citizens Clean
 7 Elections Commission and I have the honor of chairing this
 8 debate working group.
 9 First of all I want to thank all of you for sharing
 10 what I know is very valuable time with us in a service that
 11 I know will directly impact the voters of Arizona.
 12 As you probably know, the Commission is entrusted
 13 by the voters with providing non-partisan and factual voting
 14 information to the entire state and that's a mission that we
 15 take very seriously.
 16 We convened this workgroup to identify
 17 opportunities for improvements in our debate process; and
 18 just as importantly, we tend to respect the importance that
 19 voters have placed on debates when they passed the Clean
 20 Elections Act, and we're going to continue the tradition of
 21 sponsoring Arizona's official debates in a meaningful and
 22 impactful manner.
 23 Thank you all for being part of this process. I'll
 24 turn it back to Gina, Gina Roberts, our voter education
 25 director for some housekeeping items.

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1 Gina.
 2 MS. ROBERTS: Thank you, Chairman Kimble, members.
 3 Good morning.
 4 I echo much of what Chairman Kimble has said, and
 5 we definitely appreciate your time and your expertise here
 6 today. So I do have a few housekeeping items to share with
 7 you. As you'll come to learn, I love slides, so I'm going
 8 to share my screen to keep me on track here to go through
 9 these housekeeping items and then we can get started with
 10 the rest of the meeting.
 11 So let's see. Slide show. From a current slide.
 12 As we've just heard Chairman Kimble, he -- he is a
 13 Clean Elections Commissioner; he will facilitate all of our
 14 meetings as the Chair. So as we are operating these
 15 meetings under open meeting law, you know, we will follow,
 16 you know, to some extent, the Roberts Rules of Order. So as
 17 a member, if you wish to speak, you can do a few things.
 18 You know, you're welcome to address the Chair and ask to be
 19 recognized to speak; or I believe in Zoom we have the
 20 hand-raising button feature, if you're comfortable using
 21 that, that's another option. We just ask that if you wish
 22 to speak, to just go through the Chair.
 23 Speaking of which I know when you received the
 24 member directory, we were very grateful to have a group as
 25 large as we do and, again, we felt that was necessary with

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1 everybody's background and expertise in all of the different
 2 stakeholders that are in the debate process to be truly
 3 representative of the state; and so we felt that having that
 4 many number of members was necessary, but we do feel we can
 5 manage that. Not everybody is able to join every meeting
 6 that we have scheduled, and that's okay. But we will make
 7 sure that as a member, that you will have your voice heard
 8 during meetings. So, rest assured, there will definitely be
 9 time for you to speak if you wish to speak.
 10 As I mentioned the meetings are open to the public
 11 and you should have received notice on Zoom that these are
 12 being recorded. They are also being live streamed to the
 13 Commission's YouTube channel, if the public wishes to view,
 14 they can either view it through our YouTube channel or they
 15 can actually join the Zoom group altogether.
 16 I did send out a member directory and a link to
 17 everyone. Just due to the size of the group, we just simply
 18 won't have time to go around and do introductions. That
 19 would probably take the full two hours. So we shared that
 20 directory; hopefully you have time to take a look at it so
 21 you can be familiar with who the members are. Sounds like
 22 maybe a lot of you already know each other, which is
 23 fantastic; and that directory has -- has bios, and I think
 24 we still have a few updates that we need to do to it. So if
 25 your name is not in there, I promise we're going to get you

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1 in there, and that will be updated soon.

2 We do have a court reporter who is joining all of

3 the meetings to capture the minutes for us. So that's very

4 helpful, just as a reminder, you know, when speaking

5 especially, due to this large size of group here, we ask

6 that, you know, we don't speak over one another and that

7 you, you know, speak clearly for the court reporter. This

8 is also especially important when we get into our breakout

9 groups.

10 And if you have any questions at all throughout

11 this entire workgroup period, I will be your staff contact

12 at Clean Elections. Feel free to e-mail me, you all should

13 have my e-mail in your inboxes, and I'm happy to help you

14 and support you throughout this process in any way. Again,

15 we are very grateful for you, so we will do what we can to

16 support you during your time as a group member.

17 And as far as technical support goes, we do have

18 Cathy Herring who you can see is -- is on the meeting, she

19 is operating the meeting for us, the logistics, the

20 technical side of things. So if you need any technical

21 support at all, that's Cathy's e-mail and you can also text

22 or call her at -- at that cell phone number.

23 So that pretty much covers the housekeeping.

24 Again, we understand with everybody's schedule, there may be

25 times where maybe you have to leave a meeting early or might

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1 through some slides.

2 And so during this process, during this

3 presentation, if you have any questions at all, it's a great

4 time to interrupt. So, you know, don't feel the need to

5 wait until the end; if you want to, that's fine. But as we

6 go through each side, if you have any questions at all, just

7 again, address the Chairman to be recognized or use your

8 raise-hand feature.

9 So -- and, you know what, I'm so sorry, I wanted to

10 clarify. Chairman Kimble, are we on the agenda item that's

11 going over the goals or are we going over -- on the agenda

12 item that's going over the debate process?

13 CHAIRMAN KIMBLE: Well, I guess -- I guess I

14 skipped over goals, but I think we need to do that; and then

15 we'll get into the current debate rules and procedures.

16 MS. ROBERTS: Okay. Okay, thank you. So just for

17 clarification then for -- for the group and for the minutes,

18 we are on Agenda Item Number II, that's where we will be

19 discussing the workgroup, our goals, and our timeline and

20 schedule for the meeting. So we will jump into the debate

21 process next, so thank you for that.

22 As when we first reached out to you all, we

23 explained our thought process in assembling this workgroup

24 together, you know, we are very much of the mindset that

25 just because things have always been done this way doesn't

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1 be joining late or you can't join every meeting, that's

2 okay. I would say for the purposes of, you, know just for

3 our court reporter, if you have to duck out early, maybe

4 just drop a note in the chat so she can make note of that.

5 And that's -- that's all we have in terms of

6 housekeeping.

7 So thank you, Chairman Kimble, that's all we have

8 for housekeeping.

9 CHAIRMAN KIMBLE: Thank you, Gina.

10 Next I would like to ask Gina to give us a

11 presentation on current debate rules and procedures so we

12 know where we're starting. In -- in looking at debates

13 and -- and what kind of changes we may wish to consider.

14 Gina.

15 MS. ROBERTS: Thank you, Chairman Kimble. Yes, to

16 get everybody started, we wanted to do a very brief

17 presentation on how the Commission currently conducts our

18 debates, both statewide and legislative.

19 In your e-mails I had sent over along with the

20 agenda excerpts from the Clean Elections Act and Rules

21 Manual where you would be able to see our statutory

22 authority for hosting debates, as well as the rules that we

23 have adopted.

24 So I will -- that's -- that's really our

25 foundation, and so I'm going to share my screen again and go

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1 mean that things need to continue being done that way. We

2 felt it was a good opportunity to pause and take a look at

3 how we are conducting these debates and see if there's ways

4 for improvement. And the Commission operates in a very

5 transparent manner, and so we felt that what better way to

6 do this than gather the stakeholders and those who really

7 have expertise in the area of elections or -- or policy or,

8 you know, maybe it's public affairs and marketing, and --

9 and of course represent voter advocacy groups to get

10 together and review these process -- these processes.

11 So we've been doing this -- well, as you know, the

12 Commission was created in 1998; I think our first statewide

13 debate was in 2002. So we've been doing this for quite a

14 while now and now is a great opportunity to, like I said,

15 pause and see where we stand with our current process.

16 So our goal for the group is essentially to take a

17 look at what we're currently doing, what is required by

18 statute, what our rules currently say and see if we can find

19 areas for updates or improvements that really, you know,

20 further the intent of Clean Elections Act and honor the

21 spirit of promoting that participation in the political

22 process.

23 We are very much interested in, you know, do we

24 expand our debates to other offices. Currently we do

25 statewide and legislative and some federal debates, does

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1 this mean we extend them to counties; should, you know, we
 2 host a debate for, you know, county sheriff or county
 3 recorder; should we be hosting debates for city council
 4 races? We just had a Phoenix Council district race in
 5 District 6 and 8, and those were very important elections.
 6 And so our local elections are just as important as our --
 7 our statewide ones; so does it better serve Arizona and our
 8 voters to host those debates at the local level?
 9 Should we take a look at the eligibility criteria
 10 for candidates who can participate? And I'll explain what
 11 that criteria currently is in our -- in our next agenda
 12 item.
 13 But we can take a look, too, at how the Commission
 14 is conducting its voter outreach. It's one thing to host a
 15 debate, but unless we can tell the public and the voters and
 16 the candidates that this is occurring and get that candidate
 17 participation and get that voter participation, that's
 18 really where the value is. And so how do we improve our
 19 efforts to connect with voters and let them know about these
 20 debates?
 21 You know, we can look at, you know, how do we
 22 format and structure the debates so that we have that
 23 substantive discussion where we can really pull out the
 24 policy platforms for the candidates? How do we do that
 25 fairly so that, you know, each candidate feels like they got

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1 to confirm or edit and verify that we do want this included
 2 in the final report. And then at our final meeting, the
 3 group will make a final vote and confirm that, yes, this is
 4 our final report that we'd like to present to the
 5 Commission.
 6 So that's how we intend it to operate. And, again,
 7 as I mentioned earlier, with the scheduling, we understand,
 8 maybe not everybody can join every meeting; that's perfectly
 9 okay. Since these meeting are being recorded, I will send
 10 the link to every group member along with the -- or every
 11 group member along with the minutes. That way you're
 12 welcome to see what happened and you can still be up to
 13 date.
 14 So with that, are there any questions on our
 15 process or our -- our goals?
 16 And Chairman Kimble, if there's none, then we're --
 17 we're --
 18 CHAIRMAN KIMBLE: Yeah, let's move on to Item IV on
 19 the agenda.
 20 MS. ROBERTS: All right. Thank you, Mr. Chairman,
 21 group members.
 22 So now we're going to jump into our current debate
 23 process. Before we get into that, I thought I'd share some
 24 information with you all about what our current electorate
 25 looks like. As you know, we have 15 counties, and we're

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1 a fair shake in the process; and, you know, identify
 2 throughout that entire process are there any rules that the
 3 Commission needs to undertake during -- with our rule-making
 4 process to -- to be able to incorporate those
 5 recommendations.
 6 So ultimately at -- at the end of our meeting,
 7 which as I mentioned will be in our e-mail communication, we
 8 to hope to have our meetings through May. Ideally what we'd
 9 like to produce is a final report with recommendations that
 10 we can bring to the entire Commission for them to review and
 11 potentially adopt, and also identify do we need to do a rule
 12 change for this to, again, improve the debate process?
 13 So how are we going to produce that report? As I
 14 mentioned, we have a court reporter here who will be taking
 15 minutes, and so at the end of each meeting, after each
 16 meeting, staff will go back and we will take the key
 17 takeaways that the group has identified for those particular
 18 agenda items, and at the next meeting, we will present those
 19 to the group to confirm, okay, did staff captured everything
 20 correctly, is this something that the group would like to
 21 include in the final report for recommendations?
 22 So essentially we will have our agenda and our
 23 topics that we have spaced out, and then at the conclusion
 24 of those meetings, staff will do a summary, and then we will
 25 present that to the group at the next meeting for the group

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1 very grateful that we have folks here from both urban and
 2 rural areas of our state, and from information that I have
 3 from our voter registration statistics, at least from the
 4 January numbers I pulled, this gives you a look at the
 5 amount of registered voters that we have, we are just a
 6 little bit over 4 million. This slide does not have the new
 7 party that has been recently recognized addressed in here.
 8 So at the state level we currently have the Democratic
 9 Party, the Republican Party, the Libertarian Party and the
 10 No Labels Party.
 11 So that will be relevant when we talk about, in a
 12 few slides later, about how we conduct our primary debates.
 13 And then of course we see here, we have a large
 14 chunk of ads. Arizona's electorate is not affiliated with
 15 any recognized party, so those would be our Independent
 16 voters. Which is very important because Independent voters
 17 can vote in the primary election; so they would also be an
 18 audience member of our primary election debates.
 19 How does our turnout look in 2022? The general
 20 election had a turnout rate of 62 and a half percent, which
 21 is pretty good in terms of midterm elections. You know on
 22 par a little bit. You can see in 2018, we had about
 23 64 percent, and then 2014 that's where we saw -- we see a
 24 drop off down into the 40s.
 25 So I'd say, you know, we'd definitely want to see

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1 those numbers continue to grow. This is standard to
 2 midterms where, you know, they're always going to be a lower
 3 turnout than our presidential election debates. On the
 4 primary we had almost 35 percent turnouts, which again is
 5 good; we want to continue to see those numbers rise.
 6 Historically, primary elections have a lower turnout rate
 7 than our general elections.
 8 I'm sure we all have opinions on why that is.
 9 As we just talked about, we have a large number of
 10 independent voters in this state who maybe are not aware
 11 that they can vote in the primary or, again, whatever the
 12 reasons are that contribute to that; but, again, just to
 13 give you some background on where our electorate currently
 14 stands in numbers before we jump into the debate process.
 15 So in the Citizens Clean Elections Act when the
 16 voters wrote the Act, this is our preamble:
 17 "The people of Arizona declare our intent to create
 18 a clean elections system that will improve the integrity of
 19 Arizona state government by diminishing the influence of
 20 special-interest money, will encourage citizen participation
 21 in the political process, and will promote freedom of speech
 22 under the U.S. and Arizona Constitutions. Campaigns will be
 23 more issue-orientated and less negative because there will
 24 be no need to challenge the sources of campaign money.
 25 So the areas I highlighted in red I think are very

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1 In our statewide primary we had -- let's see -- all
 2 of our -- as you know, on the ballot, we had all of our
 3 statewide on the ballots, so we had all of our statewide
 4 debates for the gubernatorial office, we did have a Q&A in
 5 the primary and then for -- for the Democratic race; and
 6 then we had 35 candidates total that participated in the
 7 statewide debates.
 8 And then in the general for the statewide, there
 9 were 15 candidates total that were eligible to participate.
 10 All participated except in our gubernatorial where one
 11 declined.
 12 And then our legislative primary, we had 207
 13 candidates total that were eligible, 45 of those candidates
 14 declined to debate, and then we had several that were
 15 canceled perhaps because there just wasn't a contested
 16 election. We will talk about how a debate will be canceled
 17 shortly.
 18 And then in our general election, we had 137
 19 candidates that were eligible to participate, 30 declined,
 20 and we did have 10 canceled debates.
 21 So what these numbers mean is over the years, we
 22 are seeing greater participation. So over the years that
 23 Clean Elections has held these debates, we are continuing to
 24 see the numbers rise of the candidates that are willing to
 25 participate in a debate, and we think that's great. We want

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1 critical to our voter education and outreach plans including
 2 our debate process. So ultimately, you know, our debate
 3 process is a mechanism to connect candidates and voters on
 4 the issues and to encourage that participation in that
 5 upcoming election.
 6 As I shared with you all, we have the authority in
 7 state statute to conduct debates. It's A.R.S. 16-956 where
 8 we sponsor debates among candidates in such manner as
 9 determined by the Commission.
 10 I think that's very important. We will go back to
 11 that. Therein is where we get our rule process and also
 12 where we get into our format.
 13 So we are required to host the debates. If we have
 14 a candidate who is -- who has opted in to the participating
 15 Clean Elections funding program, if they're a participating
 16 Clean candidate, they are required to participate in their
 17 debate. There is a mechanism where if they have a conflict,
 18 they can ask the Commission to -- to waive that requirement;
 19 or if they fail to -- to participate, they will incur a fee.
 20 But our -- our participating Clean Elections candidates are
 21 required; and our traditional candidates, we absolutely
 22 invite them and encourage them to attend, and traditional
 23 candidates can certainly participate, too.
 24 So what does this look like for us in the 2022
 25 election cycle?

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1 to continue to see that number rise because the more
 2 candidates that participate, the more information there is
 3 out there for voters, which is ultimately, again, our goal
 4 of promoting that participation in the political process.
 5 We have a quick video to share with you that recaps
 6 on -- on -- that recaps our debate process, so I will go
 7 ahead and play that for you now.
 8 (Video played.)
 9 MS. ROBERTS: So sorry. I accidentally clicked a
 10 button and I interrupted your video, so I'm sorry. I was --
 11 let me see if I can redo that.
 12 Apologies.
 13 (Video continues play.)
 14 MS. ROBERTS: Okay. So the reason why we wanted to
 15 share that video is because we feel like that it gives a
 16 really good behind the scene view of what the production
 17 looks like of a debate and the stakeholders that are
 18 involved in it.
 19 So you can see there there was a lot of media that
 20 were in attendance. There -- you know, you can see the
 21 candidates that were involved, you can see, you know, press
 22 gavels that occurred, you can see the equipment that was
 23 involved from the production rooms to the cameras.
 24 So there's -- there's a lot that goes into that
 25 process. You would see there we had some American Sign

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1 Language information there.

2 So there's just -- there's a lot that goes into it,

3 and I wanted to give you that visual before we go into it

4 because it's one thing to read the Clean Elections Act and

5 look at numbers and the words, but it's another to actually

6 see a little bit behind the scenes.

7 So let's jump into our debate process and candidate

8 eligibility.

9 In order to be invited to a Clean Elections debate,

10 the candidate must have their name printed on that

11 election's ballot. So what that means is in a primary

12 election, we only invite the candidates whose name is

13 printed on the primary election ballot, which means that

14 Independents would not be invited, also write-ins.

15 Write-ins are not invited because their names are not

16 printed on the ballot.

17 An Independent is not invited in a primary debate

18 because the Independent's election is actually the general

19 election.

20 We get a lot of requests from those candidates

21 sometimes to -- to participate, but since that's not their

22 election and since their name is not on the ballot, that

23 could create confusion for the voters to participate in the

24 actual debate.

25 That's the first step. The next step is the voter

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1 soon as the voter gets their ballot in hand, we want them to

2 have access to that debate.

3 The length. Our rules state that if there is only

4 one candidate participating in the debate event, the format

5 is only a 30-minute Q&A. That's very important; that got

6 brought up in the 2022 gubernatorial election. We have had

7 that rule for quite some time; we experience that with some

8 of the legislative debates often. So if it's a single

9 candidate, they get 30 minutes.

10 If there's multiple candidates at the legislative

11 level, we host them for at least one hour. We are always

12 willing to go longer, but that will be at the moderator's

13 discretion. So if moderator feels like, Hey, this is a

14 great discussion; the candidates are energetic still and the

15 voter questions are still coming. We've got the voter/the

16 audience attention, let's keep going, and then they can --

17 you know, the moderator again can have that discretion and

18 decide when to cut it.

19 At the statewide level, this really depends on --

20 on our partners from a production standpoint. So we do

21 broadcast our statewide debates. That's what we've done

22 currently, and for our legislative ones, we stream those to

23 our YouTube channel. For our broadcast debates, that's

24 going to depend on the programming and our partner. So they

25 could be anywhere from 30 minutes to -- to 60 minutes or,

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1 must -- or the candidate must be in a contested election.

2 So if we have a candidate, let's see State Senate

3 District 1 Republican, if he has no other opponents, he

4 doesn't have a debate. So he's going to win his primary,

5 he's going to go on to the general election so we do not

6 host a debate in that instance.

7 As I mentioned before, if it's a candidate that is

8 running with the Clean funding program, they are required to

9 debate, and we absolutely encourage and invite traditional

10 candidates as well; and in the event that a participating

11 Clean Elections candidate does -- does not -- let's say they

12 get excused for -- for whatever reason, a traditional

13 candidate can still ask the -- the Commission to host a

14 debate. Or if there's a district where there is no Clean

15 Elections candidate, we will still host a debate for those

16 traditional-only candidates.

17 So what does the format of these debates look like?

18 So timing, we'll hear in our next agenda item from our State

19 Election Director Colleen Connor who will explain what the

20 candidate filing process looks like; and that's very

21 important because our debates center around that timeline.

22 So once we know that a ballot is confirmed, we know

23 who is qualified for the ballot, we will start our

24 scheduling on it and send out those invites; and we try to

25 wrap up the debates by the start of early voting. So as

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1 you know, whatever, you know, the 57 and a half, you know.

2 I'm not a TV person.

3 And going back to legislative, it's very important

4 to note that we do -- currently do not break our debates out

5 by Chamber. So we host, let's say, it's again Legislative

6 District 1, in that one 60-minute debate, you're going to

7 see both -- both House candidates and Senate candidates.

8 Now the reason why we do that currently is because how do we

9 ask the voter and explain it to the voter, you know, maybe

10 we give an hour here and then immediately after 30 minutes

11 and you look at the timeline, these are typically done

12 during the workweek in the evening time, so it's often done

13 together; but also it's cost effective in terms of that, and

14 being able to get the same production going.

15 But, again, that's just our current process. Who's

16 to say that just because we've always done it that way, that

17 we need to continue doing so?

18 But those are just some of the reasons why we've

19 done it.

20 And I'll take --

21 CHAIRMAN KIMBLE: Gina, if I could just interrupt

22 you for just a second, Bob Robson has a -- has a question.

23 MEMBER ROBSON: Thank you, Mr. Chairman, Gina. You

24 were actually just hitting on some of this that I was going

25 to bring it up.

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1 I've been -- I've been in both places, obviously,
 2 I've run for an office -- on the legislative side, I've run
 3 for the House and I've run for the Senate; and one of the
 4 things that I can tell you is a major problem, is that when
 5 you line up all the people that are running and they're not
 6 running for the same office, I've got to answer questions
 7 that would necessarily would not be coming into -- into my
 8 campaign, or issues that would not be coming into my
 9 campaign, but maybe on the legislative side but not on the
 10 Senate side. And when you're going head to head with an
 11 individual, you're not -- and you have two other people that
 12 are defending their issues or defending them or whatever,
 13 that's really -- that's really not an office I'm running
 14 for.

15 And so I've always felt that it was blatantly
 16 unfair each time to a line up all generic legislative
 17 candidates where it should be separate and it should be
 18 Senate candidates and it should be House candidates because
 19 they're running for two distinctly different offices.

20 So I just wanted to put it -- if I get to put my
 21 two cents into this, and right up front, I would say that's
 22 one area that truly needs to be fixed. And I think it could
 23 be easily accomplished by having the 30-minute debate before
 24 and having the -- you know if you have an hour, you know,
 25 whatever it is, 30 minutes for the Senate, 30 minutes for

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1 off with the Senate with, depending on how many candidates,
 2 30 minutes, and then immediately going into the House
 3 candidates. If -- you know, there's multiple, you know,
 4 there's more seats, maybe we're looking at an hour for that.

5 So I think we will need to really discuss how that
 6 would play out from a logistical standpoint and also what
 7 the, you know, benefits and maybe some of the challenges
 8 that that would present for both candidates and voters in
 9 viewing.

10 So, yep, absolutely, great point. Definitely
 11 something that this group has -- has the authority to -- to
 12 review and make recommendation on.

13 CHAIRMAN KIMBLE: Okay.

14 MS. ROBERTS: So where do the questions -- oh.
 15 Mr. Chairman?

16 CHAIRMAN KIMBLE: No, go ahead, Gina. I'm sorry.

17 MS. ROBERTS: All right. Where do the questions
 18 come from for the debate?

19 They come from voters. That's our goal, we want
 20 them to come from voters. And so leading up to the debate
 21 process, Clean Elections will do a public and voter
 22 education campaign soliciting questions from the public,
 23 asking them to send those into us so that we can, again,
 24 connect the candidate and the voter directly.

25 The Commission does prepare a draft set of
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1 the House, that's fine.

2 And I think -- I think it would -- I think it would
 3 create a lot more of interests -- a lot more interest on the
 4 part of the public as opposed to having the generic
 5 candidate.

6 And I'll just leave it at that. Thank you.

7 CHAIRMAN KIMBLE: Thank you, Bob.

8 Gina, do you want to address that now or do you
 9 want to wait until later?

10 MS. ROBERTS: Sure, Mr. Chairman. Member -- Member
 11 Robson, a great point, absolutely, and that is definitely
 12 something that should be discussed in -- in this process.

13 We will have breakout sessions later that make this
 14 a successful debate for a candidate, and so I think that's a
 15 good opportunity to further explore that.

16 As I mentioned, that's not anything that is
 17 currently required by rule; it's a format change that the
 18 Commission has -- has just done, again, for probably
 19 administrative purposes, you know, in terms of producing
 20 these debates. So that is absolutely something that can be
 21 looked at, and if the group decides that that would be a
 22 final recommendation, that will be something that the
 23 Commission can -- can consider.

24 And I think you mentioned Member Robson, about, you
 25 know, how that would look. It's, you know, maybe starting

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1 questions just in case, you know, for particular districts,
 2 maybe the voters, you know, we just didn't get that many to
 3 last through the whole debate, so we do have those prepared
 4 where we work with subject-matter experts or journalists to
 5 prepare those. So the Commission itself, we're not
 6 necessarily writing those. We do look at the experts
 7 that -- that can tackle the main issues that the State is
 8 currently facing, or issues that that particular district or
 9 that office is -- is facing to prepare those draft
 10 questions; and we do share those with the candidates in
 11 advance if -- if we're able to.

12 Moderators. I think this is very important just
 13 from my personal experience. I have this quote here: "A
 14 bad captain can make a ship sink. So it is with managers
 15 and leaders with their companies and organizations."

16 So no matter how much planning we do and how much
 17 effort we put into the production of the debate, if we don't
 18 have a moderator who has the skill sets necessary to pull
 19 off the debate and facilitate it in -- in the manner that we
 20 require, then it will very likely not be a successful
 21 debate. And so it is very difficult -- the Commission has
 22 found it very difficult sometimes to find moderators that
 23 have that skill set but also have the ability to -- to work
 24 with us.

25 So we've been very grateful the past few years
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1 where we can work with local journalists in the state to
 2 serve as moderators. Prior to that we were contracting with
 3 professional speakers. The issue that we found with that is
 4 that unfortunately the professional speakers, while they are
 5 great at public speaking and facilitating meetings, they
 6 usually though do not have the knowledge about issues that
 7 were maybe happening down at the Capital, that the
 8 legislature was facing or -- or maybe the, you know, the
 9 State Treasurer was facing. So it was very difficult for
 10 that moderator to be able to draw out more substantive
 11 discussion from the candidates during the debate.

12 So we really need somebody who has an awareness of
 13 the issues, but also has the skill set to facilitate that
 14 discussion, you know, to promote a respectful environment
 15 and also manage the time, and also has, you know, some
 16 flair, who is personable and will keep the audience -- you
 17 know, the audience's attention.

18 And then very importantly, this is very important,
 19 that the moderator is perceived as neutral. Is neutral but
 20 also perceived as neutral. Because we want to make sure
 21 that the public and the candidates again feel that it was a
 22 very fair process, and there was no bias or leaning or
 23 favoritism. So that's a key component for our moderators.

24 As far as logistics go, we start preparing for our
 25 debates at least a year in advance. That goes through

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1 learn how to do Zoom, because since the pandemic, our
 2 legislative debates have transitioned over to Zoom process
 3 instead of being in person; and we assign a Clean Elections
 4 staff member to attend every -- every debate; and then we
 5 have the follow up of the recorded links.

6 So continuing to educate the public about, Hey,
 7 tune in live or if you missed it, here's the link.

8 So going into the voters. We promote the debate
 9 schedule; we tell them how they can tune in. We let them
 10 know which candidates are participating in the debate, how
 11 to watch, how to submit questions; and then we take it a
 12 step further, we try to explain why the debates are
 13 important, why you should watch this.

14 Because let's say it's legislative, you know,
 15 District 4 and, you know, this is an issue that's impacting
 16 LD-4 and it's important for you to hear the candidates, you
 17 know, talk about this so you can learn their platforms and
 18 how it impacts you directly. Or, you know, if we extend
 19 this in to city council debates, you know, if -- if you care
 20 about your trash and water services, you know, or your
 21 library services or parks, we try to connect the election to
 22 the voter and then to discussing those issues that they care
 23 about through the debate.

24 Sometimes we fill educational videos with subject
 25 matter experts. I think in that preview video, we had a

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1 everything from the procurement process, because we are a
 2 state government agency, you know, in looking at the
 3 potential partners that we have to work with and vendors, to
 4 planning out the schedule; again, looking at that candidate
 5 filing period, making sure we don't host our debates on
 6 religious holidays; and again identify -- identifying the
 7 partners that we need to execute the debate, whether that's
 8 a broadcast partner, securing the moderators, our meeting
 9 vendors and so on. So it takes quite a while to do this.

10 As far as the candidates go, when we get through
 11 that candidate filing period, we extend our official
 12 invitations; we send them an electronic invite. We work to
 13 get the RSVPs, we often have to go through rescheduling
 14 requests. We have a very limited time period, let's say,
 15 45 days -- and not even a full 45 days, because we just --
 16 we try not to do them on the weekends, and we have over 200
 17 candidates -- and so we're trying to manage their schedules
 18 to get them all to be able to commit to joining. So it's
 19 very difficult in terms of scheduling.

20 We prep the candidates as best and -- and we can
 21 make sure if we get one candidate something, all the
 22 candidates get it. So that includes information on who the
 23 moderator is, the format, any prepared questions that we may
 24 have; we send calendar appointment. We have reminders for
 25 them; we do technical training for them. If they need to

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1 couple there where you could see we would talk about water
 2 policy maybe or we would talk about the State budget and
 3 education funding so we can give voters a baseline of -- of
 4 what's happening in regards to these top issues. Or we'll
 5 do research; we'll do public polls so the voters can
 6 identify what those issues are, and then we'll do film sneak
 7 peeks with moderators to say, Hey, guess what, you know, the
 8 LD-15 debate is happening next week; here's what we're going
 9 to talk about.

10 So looking ahead to 2024, we have our presidential
 11 preference election coming up, and of course we have our
 12 primary. There will be one statewide on the ballot; it will
 13 be the Corporation Commission; and then of course all of our
 14 legislative, all our congressional districts, and do have an
 15 open U.S. Senate seat; and of course in the general
 16 election, we will have the presidential electors and the
 17 judges and justices and so on.

18 So with that, hopefully I didn't take us too much
 19 off of schedule, time schedule but, Chairman Kimble, if
 20 there's any questions, I'm happy to answer those.

21 CHAIRMAN KIMBLE: Yes, Gina, there's a question
 22 from Tara Jackson that involves Independent voters, which is
 23 certainly an issue important to me since I'm the Independent
 24 on the -- on the Clean Elections Commission.

25 And Tara asked: Given the large rise of

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1 Independent voters who can choose the primary to vote in and
2 often doesn't realize this, has there been any thought to a
3 primary debate with all of the candidates, including
4 Independent candidates for some of the races?

5 MS. ROBERTS: Mr. Chairman, Group Member Jackson,
6 yeah, that's a great question.

7 So as we mentioned through our -- our rules we only
8 invite the candidates whose name appears on that ballot. So
9 if it's a primary, we don't have the Independent candidates
10 on there, but in that particular legislative debate or
11 statewide debate, all of the Party candidates are included
12 and invited.

13 So for example, if we are looking at an LD-5
14 debate, currently -- and, of course, in this is up for
15 discussion -- we will have the Senate and House candidates
16 together, including the Republicans and the Democrats.

17 And so I should mention, too, our moderator and --
18 and in our assets that we use in communicating with the
19 public, we do identify the candidate's name, the Chamber,
20 the seat that they're running for, and who is the opponent
21 of whom. So we do identify that, okay, this is a primary so
22 Senate Candidate A is not, you know, running against House
23 Candidate B. So we do try to explain that, but we do see in
24 our current debate process for LD-5, all party candidates
25 are included in the debate except for Independents.

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1 So there's some thought there about do we invite a
2 candidate to participate in a debate that the voters will
3 not be electing in that particular election? What does that
4 mean from a cost perspective? What does that mean from a
5 voter confusion perspective? Is that fair to the other
6 candidates? It's definitely something that's up for this
7 group to discuss.

8 So that's just the current process.

9 CHAIRMAN KIMBLE: Okay. Thank you, Gina.

10 And I think the takeaway that -- that I want people
11 to -- to understand from what Gina is saying is, there are
12 some broad rules and statutes about debates, but there's a
13 lot that is up to the Commission and up to all of -- all of
14 us to make a recommendation to the Commission on how best to
15 do it, whether it's including Independent candidates,
16 whether it's how we handle moderators, and the whole range
17 of other questions that I hope will -- we'll get into as
18 we're meeting.

19 Tara, I see you have your hand raised. Is there
20 something else you wanted to ask?

21 MEMBER JACKSON: I just wanted to address that more
22 generally. So as someone who's -- who looks at these issues
23 and given what the call is is to represent all voters and to
24 have clear communications, my biggest concern is someone not
25 only involved in these areas around the State but also who

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1 has been an Independent for most of my voting life here in
2 Arizona, is that Independents are now in many places the
3 majority or close to the majority, and we know that they're
4 not voting in the primaries; and one of the main reasons
5 they don't vote in the primaries is because they don't know
6 they can and they are not a part of all the -- as much, the
7 communications and marketing that goes out there.

8 So how are Independents now in some places our
9 largest group to know which primary to choose and the fact
10 that they can vote in a primary if our primary debates don't
11 allow for that?

12 I'm just kind of looking generally at the overall
13 goals of this group. And I completely understand as a -- an
14 attorney in recovery mode, how the laws were designed at the
15 time 20 years ago, but those were designed when we didn't
16 have more, quote, Independents or unaffiliated voters who
17 now seem to be not included or disenfranchised in a large
18 way.

19 So I to -- I think it was either you, Chairman, or
20 Gina at beginning who -- who made the comment, that just
21 because we've always done something a certain way doesn't
22 mean we need to.

23 So thinking about if our goal is to empower and
24 clear communication to all of our voters, what's the process
25 now to do that when close or the majority are now

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1 Independents or unaffiliated? How do we make sure they are
2 part of the primaries?

3 So that would, in general, anything that relates to
4 that I -- I think should be open for discussion or analysis.

5 Thank you for the group.

6 CHAIRMAN KIMBLE: Thank you. And -- and it is open
7 for debate and analysis, and that's what I hope we'll be
8 doing between now and May.

9 With that I'd like to move on to Item V where we
10 have a presentation from the State Election Director Colleen
11 Connor.

12 Ms. Connor is serving under Secretary of State
13 Adrian Fontes and was previously a Deputy Attorney General,
14 Assisting County Attorney, as well as serving the Clean
15 Elections Commission's very first executive director.

16 Ms. Connor is well versed in election law with more
17 than 25 years of experience. We're honored to have her join
18 us today to explain the candidate filing process and
19 timelines, and as you heard earlier in Gina's presentation,
20 our debate schedule is built upon key election debates.

21 Ms. Connor, thank you.

22 MS. CONNOR: Thank you, Mr. Kimble.

23 Good morning, everyone. Can you hear me okay?
24 (No response.)

25 MS. CONNOR: Yep? Great.

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1 Well, I will quickly go through some of the
 2 deadlines by which candidates for the primary election must
 3 file their nomination petition signatures.
 4 And they have to do so by 120 days before the
 5 August 6th primary, so that date is April 8th. There is a
 6 window of 10 business days by which someone -- any qualified
 7 elector can challenge any of the candidates who have
 8 submitted their nomination petitions, so the deadline by
 9 which a challenge must be filed is April 22nd; and those
 10 challenges have to be heard and decided by the Superior
 11 Court within 10 days. The Court has some discretion to give
 12 a little latitude on that 10-day period, but they're really
 13 pretty fastidious about sticking to that 10-day window.
 14 There's also, following the Superior Court decision, a 5-day
 15 period to take an appeal directly to the Arizona Supreme
 16 Court.

17 So once those nomination petitions are all decided,
 18 which should be around early May, we will know exactly who
 19 will be on the primary election ballot.
 20 And with the military and overseas voters, their
 21 ballots are mailed 45 days before the election. So with
 22 ballot printing deadlines, the ballots will usually go out
 23 the end of June.

24 And the same thing -- actually, then there's --
 25 after the election we have the canvas, which is frequently
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1 those -- those debates off.
 2 So I just again want to point out that that
 3 timeline is critical for us because, again, we don't host
 4 our debates on really just holidays and historically we
 5 don't host them on the weekends. So just something for the
 6 group to consider as we go forward is the timing of our
 7 debates and when we host them.

8 Again, thank you Mr. Chairman; and thank you so
 9 much for your time, Colleen.
 10 CHAIRMAN KIMBLE: Thank you, Gina.
 11 Anything else before we move on?
 12 (No response.)
 13 CHAIRMAN KIMBLE: Okay. Item VII, we will briefly
 14 hear from staff and Commission's advertising agency,
 15 Riester, on the 2022 voter education efforts for debates.

16 Gina.
 17 MS. ROBERTS: Thank you, Commissioner Kimble, group
 18 members.
 19 So in order to communicate with the public about
 20 our debate schedule and to solicit those questions from
 21 them -- and as well as the rest of our Voter Education Plan,
 22 the Commission does partner with an advertising firm who is
 23 on statewide contract; we go through the procurement process
 24 to work with them. So we do have funds from our Voter
 25 Education Fund to focus on again letting voters know about
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1 called the certification, that canvas date will be
 2 August 26th; and that will be point when we know who won --
 3 officially won the primary elections and certificates of
 4 nomination will be issued, and then the candidates move on
 5 to the general election.

6 So that's pretty much a brief overview of the
 7 deadlines.
 8 CHAIRMAN KIMBLE: Thank you, Ms. Connor.
 9 Are there any questions of Ms. Connor?
 10 (No response.)

11 CHAIRPERSON KIMBLE: Thank you very much, we
 12 appreciate it.
 13 MS. CONNOR: You're welcome.
 14 CHAIRMAN KIMBLE: Gina, did you have your hand up.
 15 MS. ROBERTS: Yes, Mr. Chairman.

16 And thank you, Colleen, and group members, I just
 17 wanted to again reiterate, this is very important to our
 18 debate process because, again, we -- we don't know who to
 19 invite or who is eligible until we know who is qualified for
 20 the ballot, so who has filed and who has made it through the
 21 challenge period; and then as -- as Colleen mentioned, you
 22 know, we have our military and overseas voters where those
 23 ballots go out. So we have a very short turnaround time to
 24 identify and get the ball rolling in -- in getting the
 25 candidates their invitations and to actually kicking
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1 the debate process; and so we've been very grateful to work
 2 with the firm Riester, who is a local Phoenix firm, to help
 3 us execute this plan and reach voters. And so we will have
 4 a brief presentation from Michael who is with Riester; he
 5 will show you what we've done in 2022.

6 You'll probably see a lot of a statistics and --
 7 and maybe some advertising terminology in there but, again,
 8 our goal is to share with you how we've reached voters;
 9 and -- and I think one of the questions I saw in -- in the
 10 chat earlier from -- from I think it was from Leah Landrum
 11 Taylor about voter participation in the debates. As I
 12 mentioned earlier, we do see candidate participation
 13 increasing and the same goes for voters, too. We're very
 14 grateful for voters to tune in and submit the questions to
 15 us. We are seeing engagement at an all-time high from
 16 voters.

17 So we share with you briefly about how we reach and
 18 connect with them.
 19 So we will turn it over to Michael.
 20 You should be able to share you screen if you have
 21 slides.
 22 MR. DROZDOWICZ: Yep, awesome. Hi, everyone.
 23 Great to meet everybody on this call.
 24 And I'll share my screen in just one second.
 25 Awesome. Can everyone see this okay?
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<p style="text-align: right;">38</p> <p>1 (No response.)</p> <p>2 MR. DROZDOWICZ: Perfect.</p> <p>3 So like was just mentioned, we will go over the</p> <p>4 debates performance from 2022.</p> <p>5 So jumping in here. I wanted to provide a brief</p> <p>6 overview from the campaigns as well. So primarily most of</p> <p>7 the budget went to TV OTT. OTT is connected television, in</p> <p>8 this case it stands for "over the top." So things like Hulu</p> <p>9 and different connected TV programs like that.</p> <p>10 And then we also -- radio at that is a very big</p> <p>11 awareness focus channel as well.</p> <p>12 And then we also had some budget going through</p> <p>13 digital display and video, YouTube, paid social -- in this</p> <p>14 case that's Facebook and Instagram; out of home print and</p> <p>15 Google channels as well, so search.</p> <p>16 So jumping in here. So this is for the first</p> <p>17 debates campaign from April 12 to 24. I have this slide</p> <p>18 program down by Google display, Google search, and YouTube.</p> <p>19 And where applicable, I try to compare to previous year's</p> <p>20 performance as well.</p> <p>21 So starting with Google display, one hundred and</p> <p>22 one -- 1.14 million impressions; and then a click-through</p> <p>23 rate of .72 percent. So industry benchmark here is .1</p> <p>24 percent, so very strong performance there.</p> <p>25 And then the ads also resulted in 8,200 clicks at</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">39</p> <p>1 72 cent cost per click. So very effective in driving</p> <p>2 traffic to the website.</p> <p>3 In looking at YouTube ad performance as well, so</p> <p>4 245,000 impressions, to go along with 101,000 video views.</p> <p>5 So a 41.41 percent view-through rate. So essentially how</p> <p>6 many people watched the entire video in these campaigns.</p> <p>7 And then a common trend that we've seen just across</p> <p>8 the board with these campaigns is that typically we will see</p> <p>9 higher view rates from the Spanish campaigns. Definitely</p> <p>10 seen that with this one in particular, so 67.07 percent</p> <p>11 versus 33.03 for English.</p> <p>12 And when comparing to the 2020 debate ads, we did</p> <p>13 see a decrease a bit. So from 48.77, but the industry</p> <p>14 benchmark here is 22 percent. So very strong performance</p> <p>15 regardless. Then the cost per view, how much we are paying</p> <p>16 for each view. So total spend divided by total views,</p> <p>17 remain consistent when comparing 2020 at 3 cents.</p> <p>18 And then VEG and debates paid search campaign, so</p> <p>19 not a very high volume campaign in terms of search volume,</p> <p>20 but during this date range, we did see 335 impressions, 88</p> <p>21 clicks, and 3 cent -- or \$3 cost per click.</p> <p>22 Any questions here?</p> <p>23 (No response.)</p> <p>24 MR. DROZDOWICZ: Awesome. Moving into Facebook</p> <p>25 performance as well. So this includes both Facebook and</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">40</p> <p>1 Instagram. But overall we saw 1.8 million impressions with</p> <p>2 a click-through rate of 3.83 percent, and a link</p> <p>3 click-through rate of 3.79 percent.</p> <p>4 So the difference between those two is</p> <p>5 click-through rate, that can mean that someone clicked</p> <p>6 through the landing page of like a Facebook or Instagram</p> <p>7 profile; link click specifically means they went to the link</p> <p>8 on the ad or the landing page on the website.</p> <p>9 And then I wanted to compare performance to 2022</p> <p>10 here -- or 2020 here as well. But basically we're seeing</p> <p>11 very strong improvements in both the click-through rates of</p> <p>12 34 percent, cost per click down 64 percent, link</p> <p>13 click-through rate up 43 percent, and cost per click down 67</p> <p>14 percent.</p> <p>15 And kind of comparing why performance improved so</p> <p>16 much, the main thing that I can see is that we were running</p> <p>17 only video ads in 2022, compared to a mix of images and</p> <p>18 videos in 2020.</p> <p>19 And then moving into the Senate congressional</p> <p>20 debates performance for YouTube specifically. So these ran</p> <p>21 from June until November 8th. And overall we did see better</p> <p>22 performance from these ads.</p> <p>23 So 1.5 million impressions, very high average view</p> <p>24 rate of 60.14 percent. I called out here one more time that</p> <p>25 this does surpass the industry benchmark of 22 percent.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">41</p> <p>1 And then kind of the same trend here where we are</p> <p>2 seeing better performance in terms of the view-through rate</p> <p>3 in terms of the Spanish campaign in comparison to the</p> <p>4 English campaign. So 63.86 percent view-through rate versus</p> <p>5 59.19 percent view-through rate.</p> <p>6 And then looking at OTT and programmatic display</p> <p>7 specifically. So display in this case is those banner ads,</p> <p>8 and the OTT once again connected television, over 5.1</p> <p>9 million impressions for OTT and had a viewability rate of 97</p> <p>10 percent, so that view -- viewability rate is basically is --</p> <p>11 is the full ad in -- in view of the user on that web page or</p> <p>12 on that browser.</p> <p>13 So that surpassed the industry benchmark of 80</p> <p>14 percent.</p> <p>15 And then programmatic display, so over 1.4 million</p> <p>16 impressions and click-through rate of .08 percent, industry</p> <p>17 benchmark here is .09 percent, so very close to that</p> <p>18 industry benchmark.</p> <p>19 And then the 300-by-250 as to top ad sizes were the</p> <p>20 top performers. We typically do see those being the top</p> <p>21 performer just 'cause they can serve in the most placements</p> <p>22 on the Internet.</p> <p>23 And then want to look at overall website</p> <p>24 performance as well. So this includes both the English</p> <p>25 debate information page, the Spanish debate information</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

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1 page, as well as all the subpages that users can click on
 2 and get to from those signing pages.
 3 115,000 total page views throughout the year;
 4 102,000 sessions, so a session being any kind of like
 5 individual person going onto the website; and then users,
 6 the difference between users and session in this case is one
 7 user can have multiple sessions if they've been on the
 8 website a few times.
 9 And then you can see on the graph here kind of
 10 where we were running our main campaigns. So big spike in
 11 April debate session. Kind of see traffic coming in
 12 throughout the year as well.
 13 And then --
 14 MS. STONE: Thank you.
 15 Good morning. This is Christina Stone, I'm a group
 16 account director at Riester and I'll be briefly going over
 17 some organic social.
 18 So for Clean Elections the social presence really
 19 was used to give an audience a behind the scenes look at the
 20 debates. The way they accomplished that was by updating
 21 constantly throughout the platforms as well as live posting.
 22 So we did that through Instagram stories the day of the
 23 event or hosting like Twitter spaces or Facebook Live with
 24 our partners, on like PBS.
 25 For our Twitter Space live events which took the
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1 And with that I want to move on to Item VIII, the
 2 next item on the agenda, working session to discuss what
 3 makes a successful debate for a voter.
 4 Gina is going to explain how this breakout session
 5 will work for all of the members and how the public can also
 6 watch.
 7 Gina.
 8 MS. ROBERTS: Mr. Chairman, thank you, group
 9 members. And -- and just to clarify for everybody, all of
 10 these slides from today's presentation will be made
 11 available to you all. We'll be sure to e-mail those out
 12 afterwards because I know this is a lot of information we're
 13 sharing with you today.
 14 So as far as our breakout sessions will go, we are
 15 going to take a group and we will have two separate breakout
 16 sessions where we will randomly assign group members into
 17 those break -- breakout groups and we will have -- two of
 18 our Clean Elections staff members, Tom Collins who is our
 19 Executive Director and Avery Xola who is our Voter Education
 20 Manager, they will facilitate one group, and then I will be
 21 in our other group with along with our -- our Chairman and I
 22 will facilitate that discussion.
 23 We will be discussing the same topics. So for this
 24 particular agenda item, what makes a successful debate for a
 25 voter; and we will continue to record those breakout
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1 audience behind the scenes with PBS, we had a total 912
 2 total listeners which is really great, and we hosted a
 3 post-debate Facebook Live event which is really a debrief
 4 after the Senate debate with reporters and, again, another
 5 opportunity for us to educate our viewers and voters on how
 6 much work goes on behind the scenes.
 7 All of the legislative debates were broadcasted
 8 live on YouTube giving voters the opportunity to rewatch all
 9 of those debates before election day, which garnered
 10 6.8 million total views in 2022.
 11 All the behind the scenes footage shared on
 12 Facebook and Instagram did lead to a 221 increase in
 13 engagements across both channels; and if you're looking at
 14 the graph above, this really shows a range of engagement
 15 throughout 2022. So you'll see that Facebook and Twitter
 16 audiences did have the highest number of engagements with
 17 peaks with the local elections and throughout the debate
 18 season.
 19 MR. DROZDOWICZ: Awesome.
 20 CHAIRMAN KIMBLE: Thank you, both. Any questions?
 21 (No response.)
 22 CHAIRPERSON KIMBLE: So I -- I hope that we've
 23 given you an overview of the how we do debates now, why we
 24 do what we do, and what areas we might want to tinker with
 25 to -- to make them even better.
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1 sessions.
 2 So when we get into those breakouts, you'll be
 3 asked to select a spokesperson for your group who can at the
 4 end of that breakout discussion, come back to the entire
 5 group and report on those key takeaways. So, again, Avery
 6 and I, we will help facilitate the discussion; we have some
 7 prompting questions for you, you know, if the group needs a
 8 little bit of help in getting the ball rolling.
 9 And so as far as any public members who may be in
 10 the Zoom or may be watching the YouTube Live stream, how you
 11 can participate in this as a public member in observing is
 12 if you were in the Zoom, you can -- we can randomly assign
 13 you into a group as well, unless you let us know that you'd
 14 prefer not -- not to have that done; and we will not have
 15 the ability to live stream the breakout groups to our
 16 YouTube. So we will have a slide up that tells you how you
 17 may join the Zoom if you still want to follow along.
 18 Otherwise, as I mentioned, both breakout sessions will be
 19 recorded and those recordings will be available on the
 20 YouTube channel after the fact.
 21 So members of the public, if you wish to continue
 22 to observe the breakout session, you will have to join the
 23 Zoom session.
 24 So Avery and I will monitor the time. So we are
 25 now at 11:00; we are scheduled to go through noon. So we
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1 will be in each breakout session for about 20-25 minutes and
 2 then we will -- Cathy, our meeting facilitator, will bring
 3 us back into the main group. We will have a few minutes for
 4 each spokesperson to report those key takeaways, and then we
 5 will move on to the next agenda item.
 6 So with that, Cathy I'll ask if you can give us
 7 instructions on how we join that breakout group or if you
 8 just randomly pull us in there? And Cathy, if you can make
 9 sure that Tom and Avery are in one group and then Chairman
 10 Kimble and I are in another, we will be good to go.
 11 MS. HERRING: Yes. So just in one moment, you will
 12 be automatically assigned to one of the two breakout rooms.
 13 It will just be one moment here.
 14 Okay. And we do have the timer set for 20 -- the
 15 rooms will automatically close in 25 minutes, but the
 16 setting also allows anyone to return to the main session at
 17 any time.
 18 So if you have any questions or issues, you can
 19 always leave the breakout room and return to this main Zoom
 20 room or, you know, any technical issues or questions I can
 21 assist.
 22 * * *
 23
 24 ///
 25
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1 timing, you know, when we host these in the evening, is it
 2 accessible to the voter?
 3 So those are just a few topics for consideration,
 4 but with that, I will turn it over to you all to start
 5 sharing your opinions on again what you think makes a
 6 successful debate for a voter.
 7 Oh. And before we do that, we will need a
 8 spokesperson. So do we have any volunteers for somebody who
 9 would like to, when we go back to the full group, to kind of
 10 highlight the key takeaways that the group has discussed?
 11 (No response.)
 12 MS. ROBERTS: No volunteers? Voluntold?
 13 Okay. Great. Tara. Thank you so much, Tara.
 14 Tara will be our spokesperson.
 15 All right. Well, feel free to chat away. As I
 16 mentioned before, please try not to talk over each other as
 17 we are taking minutes.
 18 MEMBER KLINE: Well, on Gina's point, I'm -- I'm
 19 Chris Kline with the Arizona Broadcasters Association,
 20 the -- I guess the first piece I think about is just it's
 21 only going to be successful for the voter if they have
 22 awareness about the debate, if there's easy access to the
 23 debate, whether it's live or it's on demand. Some of that
 24 clearly plays into how we communicate and market that, but
 25 then also what means and platforms we make it available on.
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1 (BREAKOUT GROUP A - 11:04 A.M.)
 2 MEMBER QUERARD: All the cool kids in one room I
 3 see.
 4 MS. ROBERTS: Absolutely.
 5 Okay. All right. Sorry, I just wanted to set a
 6 quick reminder to Avery don't forget to record.
 7 Okay, group. Thank you so much. So this is our
 8 breakout session. So the agenda topic is what makes a
 9 successful debate for a voter.
 10 This is your time as members to just converse back
 11 and forth with each other. I'm not a member; I'm simply
 12 just staff, so I'll be helping to facilitate your discussion
 13 but I won't be offering. And I'm hear to answer questions
 14 as well, too, if you have those. And, again, great time for
 15 you all to discuss any ideas that you have.
 16 And to get started, I'm happy to throw out, you
 17 know, a few prompting questions for you to consider.
 18 So what makes a successful debate for a voter? I
 19 guess really one of the first questions is why did the voter
 20 tune in in the first place; what were they hoping to learn
 21 or take away from the debate? And, you know, what makes the
 22 debate successful from a legislative perspective or a
 23 statewide perspective; and then, you know, how does the
 24 moderator impact, you know, the debate for it being
 25 successful from the voter's perspective. Think of the
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1 'Cause clearly if you don't have -- if you don't
 2 know it's happening, you ain't going to have any benefit.
 3 MEMBER SIMPSON: Yeah, I agree with Chris. I think
 4 the number one thing is accessibility. You know, we talk
 5 about is evening the right time to do it, you know to do
 6 live. But -- but I think we need to do a good job of
 7 marketing the -- or remarketing the -- the recorded stream
 8 so that people can -- can view those on demand when it's
 9 available to them.
 10 MEMBER LANDRUM TAYLOR: And I think that's a really
 11 good point because, you know, I know evenings are typically,
 12 you know, the best way to try and reach as many as you can,
 13 but if someone perhaps could only see it in the daytime
 14 depending on what their work shift may be, then if they are
 15 looking at a recorded portion, it would be nice to have some
 16 type of an option, where maybe if they had a question, they
 17 could still have their question go in, you know, and even --
 18 and someone to be able to answer their question.
 19 Now, it may be difficult of course for the
 20 candidate, but at least -- you know, if -- how we can go
 21 about doing that, that accessibility is really, really
 22 important.
 23 And then I just think just in general keeping, you
 24 know, a good decorum throughout everything, which we typical
 25 -- you know typically that occurs, but that's something I
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1 feel like that, you know, the public, they want to -- they
2 want to learn; they want to understand what each of these
3 candidates are about.

4 MEMBER KLINE: There -- oh. Go ahead.

5 MR. KARP: Hi, I'm Bob Karp. I was a candidate
6 twice for state legislature.

7 One of the things I think voters come in and they
8 have an expectation of what the content is going to be, and
9 obviously in many cases, you have no idea because the
10 questions are skewed against what many voters would be
11 interested in.

12 So I think if you advertised at least one topic
13 that would be covered in a debate, you would get people who
14 say, yes, I want to hear what the candidates think about
15 that topic.

16 I've had people sit in on my debates and went, gee,
17 we didn't hear anything that you really campaign on.

18 MEMBER KLINE: There may be no solution to this
19 next point, but I think we all know we also live in a short
20 attention span world, and there's a part of me that
21 questions and wonders if there's a better format or a better
22 way to allow folks to consume this content in some type of
23 more bite-sized fashion.

24 I think it's a taller ask to convince the labelers
25 to participate in an hour long or 30-minute debate,

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1 security or school funding, like, there's a certain number
2 of issues that are universal to every legislative race
3 everywhere in the state. Some districts will be more
4 focused on water; some folks will be more focused on
5 ranching. Some folks may have some really specific issues
6 particular in primaries where the differences between the
7 candidates are a lot smaller 'cause they're Democrats or all
8 Republicans, so the differences are more nuanced. If the
9 candidates themselves also get to say, Hey, I want to talk
10 about this because this is where there's some difference,
11 that will make a more informative debate for the -- the
12 people watching.

13 And then lastly as far as, you know, segmenting it
14 you could, I suppose, bookmark in your -- in your videos,
15 you know, each question so people can go there. It's also
16 up to the candidates, frankly, in their campaigns to
17 publicize it, to send out clips and to, you know, if there's
18 good stuff in those debates, the candidates themselves will
19 promote it for you.

20 So those -- that -- that's the input there.

21 MEMBER SIMPSON: I think one of the things that --
22 and Gina touched on this in the -- the general session is
23 moderator knowledge. So to make sure I guess when we're
24 vetting out the moderators to make sure, you know,
25 especially on the state legislative level that they're

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1 especially if they're watching digitally. But, you know, I
2 say that and don't have a great solution that doesn't then
3 start to edit and paraphrase what we're trying to allow the
4 candidates to say.

5 MEMBER QUERARD: I'll comment just -- 'cause
6 otherwise I'll end up with comments on ten previous comments
7 and it will get confusing.

8 I do think that this is very available. It doesn't
9 matter if you're available when it's happening live because
10 you can -- you can watch recorded 2 o'clock in the morning
11 laying in bed; you can watch whenever you want to. So you
12 guys have done a good job in terms of making it available to
13 voters who want it.

14 Making it available to voters who don't want it is
15 a waste of time. They don't want it.

16 But you guys have done a good job of making it
17 available to folks.

18 Making it entertaining, making it informative, I
19 would encourage -- and it's actually a good way to eliminate
20 moderator bias as well, probably agreement in advance that
21 we're going to hit eight topics or ten topics that might be
22 the same to every, let's say, legislative race; and then
23 maybe you go to the participating candidates and you ask
24 them to -- to pick one or two additional topics because
25 while we know that education or public safety or border

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1 familiar with what's going on in their district that they're
2 moderating for to -- because it's -- it's important to make
3 sure that we're covering like Constantine said, the -- the
4 topics that are -- are specific to that area.

5 And I wonder, too, when we do marketing, we can
6 segment the marketing and maybe really speak to that
7 district about these are the top three things that will be
8 covered in that debate so that it may entice voters to
9 interact better.

10 MEMBER KLINE: I think that also touches, the
11 interaction touches on the discussion around decorum and
12 free exchange of ideas and making sure that we have formats
13 with rules and guidelines in place that best position the
14 candidates to allow them to share their ideas without
15 turning the debates into a discussion about the debates
16 themselves, but keeping it focused on the issues.

17 And I -- I feel like like that is a challenge we
18 have seen in the past that is worthy of some close review as
19 we push forward into another election cycle to make sure
20 that the rules and guidelines in place are the best ones --
21 I'm not saying they're not, but that is I feel like an
22 ever-evolving line we've got to figure out how to navigate
23 from not just an optics standpoint but also from
24 a (technical disruption) point.

25 CHAIRMAN KIMBLE: Chris, if I could ask you to
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1 elaborate a little bit on a couple things that -- that you
 2 and others have brought up.
 3 What -- what about the format of debates? And also
 4 the decorum, which -- which you and other people have
 5 mentioned. Should the format do you think be very
 6 regimented as it kind of is now, like you have one minute,
 7 then you have two minutes, then you have -- you know, or
 8 should it be more free flowing?

9 And also should there be some changes to improve
 10 decorum, both of which I think are things that -- that
 11 voters are concerned about; and what can we do to make the
 12 debates more palatable and more acceptable to people and in
 13 terms of improving decorum and how questions are asked.

14 MEMBER KLINE: Well speaking first just for -- for
 15 broadcasters in the world I represent, you know, our goal
 16 much like Clean Elections Commission, is to make sure these
 17 debates focus on voter education. And I -- I know we
 18 support having very specific guidelines that ensure that the
 19 debate progresses forward because I think we've all watched
 20 and been a part of debates in the past where it's been so
 21 free flow that it hasn't allowed the conversation to touch
 22 on all the things that are necessary.

23 I think the other challenge with being super free
 24 flow is it creates the scen- -- it creates an easy scenario
 25 where a moderator can be perceived as bias even if -- biased

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1 workgroup has either differing opinions or solutions to that
 2 challenge because I think it is one that is difficult to
 3 navigate.

4 MEMBER QUERARD: Constantin here again. I don't
 5 know if it's necessarily a solution or maybe just good news,
 6 which is to perhaps relax and just let it happen. Because
 7 in a debate where a candidate is engaged in name calling,
 8 that will reveal to voters more than his answer to school
 9 funding or to public safety or to whatever; and how the
 10 other candidates respond to the name calling can often be
 11 very revealing to the voters as well.

12 So, you know, if you do have it regimented in terms
 13 of we're spending -- we're going to hit the eight topics and
 14 you know what they are and you each pick a topic and that's
 15 our total of 10, and then so we've got three minutes per and
 16 here's the time per, that gave gives the moderator
 17 everything they need to be able to run the debate free of
 18 accusations of bias because the time is time and when we're
 19 out of time, we have to move on.

20 But what people say, how they say it, how they
 21 handle themselves personally, just let it -- let it go
 22 because that's -- that's often the most -- most important
 23 part of the debate.

24 MS. GREASON: Well, I'd -- I'd -- I would like to
 25 comment on that. This is Nicole Greason. Hello, Mark

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1 even if they're not, simply because they're trying to cut
 2 off a discussion or move to another topic. And if -- and if
 3 there aren't guidelines in place, that falls upon the
 4 moderator who, you know, again representing the folks who
 5 are trying to put this content out I'm protective of because
 6 as Gina mentioned it's not just whether or not they are
 7 biased and neutral, but it's also that perception; and
 8 perception is everything, we know that in the world we live
 9 in today.

10 So from that -- from my perspective, having very
 11 specific guides in place as we do now are super important;
 12 but the challenge from my perspective equally so, is that
 13 that hasn't prevented a degrading of basic decorum, and
 14 it -- it's created challenges as we know with previous
 15 election cycles, with ensuring that the topic -- the
 16 conversation stays on topic as opposed to personal attacks
 17 between candidates; and I think that is a giant challenge
 18 that is difficult to manage.

19 It's difficult to manage because, again, Clean
 20 Elections I know is -- and broadcasters who broadcasting
 21 these debates, do not want to get into the realm of trying
 22 to say what candidates are allowed to verbalize or not; and
 23 at the end of the day, right, the candidates should be able
 24 to speak for themselves.

25 And I'm -- I'm curious if anybody else on this
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1 Kimble.

2 How -- how do you regulate people when they're
 3 strategy is to attack the other person personally? And you
 4 know they've -- and they go that way; and then they also
 5 start to run over the moderator who is trying to keep folks
 6 on track and, you know, keep them focused on -- on the
 7 issues, but they choose as a strategy to attack each other
 8 and also sometimes the moderator who they've perceived as
 9 being biased?

10 MEMBER JACKSON: I don't have the answer for that,
 11 but I was just wondering -- I don't know how much time we
 12 have left -- but what I've been doing is using the town hall
 13 recorder model and I have kind of a statement summarizing
 14 what everyone has said if you want me to read it out and
 15 comment on that?

16 Whoever is kind of in charge.

17 MS. ROBERTS: Sure. And just to clarify, we have
 18 about five minutes left.

19 MEMBER JACKSON: Would -- would you all like for me
 20 to read this out and see if this captures the discussion?

21 (No response.)

22 MEMBER JACKSON: Okay. To be successful a debate
 23 needs to be accessible to voters both in timing and the
 24 platform used. This might, for example, include recording
 25 the debate and remarketing it or making it available on

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1 demand. The debate should also allow interaction with
2 voters in a way that is respectful and informative.
3 Decorum is important as is having moderators who
4 have knowledge of issues specific to the geographic region.
5 We should create environments that allow the voters
6 to learn and that -- sorry, I'm trying to read my own
7 handwriting.

8 That allows the voters to learn and -- and that
9 tries to make it entertaining and informative.

10 Communication and advertising are important,
11 including information about the topics that will be
12 discussed. We should consider alternative formats that
13 allow voters to participate or to receive information in
14 smaller segments or bite-sized formats, while also being
15 mindful that the debates need to focus on voter education.

16 It can be challenging to find the best balance that
17 allows for an engaging discussion that also allows for the
18 moderator to control decorum. Having clear rules ahead of
19 time helps. Nonetheless it is a diff- -- it is a difficult
20 challenge to keep candidates from making personal attacks
21 while also ensuring that the moderator appears unbiased.

22 MEMBER QUERARD: Leah had a question or a comment
23 earlier that is probably easily fixed in terms of how people
24 who watch the debates later can get questions answered.

25 I don't recall if you guys do it already, but at
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1 the end of the video, it would be very easy to have the
2 contact information for each campaign just stay on the
3 screen there for 60 seconds or something, so if you do have
4 questions for the candidates that weren't answered tonight,
5 you can reach the campaigns directly; and I guarantee the
6 candidates will love to get those e-mails because it's a
7 chance to get back to a voter who cares about something
8 specifically. And so they would be -- they would be
9 (technical disruption).

10 The other thing is after your -- because you've got
11 a good digital crew and all that stuff, when you guys
12 package these debates for reviewing, there's probably a way
13 to bookmark to jump to, but maybe if you have three minutes
14 on education, three minutes on border, three minutes on
15 whatever, I don't know whether those three minutes could be
16 packaged as individual videos. Because if you want
17 something bite sized, you know, here's your candidates on
18 K-12 funding; here's your candidates on water, here's the --
19 you don't have to watch the whole video or jump to a
20 bookmark, but you guys could probably have the whole video
21 and chapters 1 through 10 or something like that.

22 MS. ROBERTS: Well, we have two minutes left so if
23 there's anyone left that anyone else wants to comment on,
24 now's the time to do it.

25 I'll just add personally, this was fantastic, I
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1 can't tell you how excited I am. Lots of great ideas and we
2 can do a lot of this. So thank you because you all have
3 made some great points.

4 But, again, you got about two more minutes if
5 there's anything else you want to discuss of what makes this
6 a successful debate from the voter's perspective.

7 MEMBER KLINE: Just from a thematics standpoint,
8 I -- Constantin, I love the idea of the e-mail address at
9 the end of these -- these videos or debates or some type of
10 connection, because it gets us back to the core which is
11 about connecting the voters directly with the candidates and
12 removing as many middle tiers as possible, and what better
13 way to do that than literally connect the two sides?

14 MEMBER LANDRUM TAYLOR: Yeah, I agree with that;
15 and I think that's something really important. 'Cause even
16 if you're live at the debate, you may think of something
17 else. I mean, how do you honestly continue the engagement?
18 And that will help people really, you know, just get more
19 involved in general I feel if they can have that personal
20 connect. So I think that's a really good idea with it.

21 Folks want questions; they want their questions
22 answered; they want to know.

23 MEMBER KLINE: Well and -- and just one --
24 one-party challenge I don't feel like we've fully touched on
25 yet, but it also feels like we live in a society with an

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1 electorate where skepticism is the name of the game no
2 matter what you're talking about. And so anything that
3 these debates can do to reduce skepticism and be open and
4 transparent, which I know they are, but creative ideas that
5 can further that process I feel like work in our favor as
6 well.

7 * * *

9 (BREAKOUT GROUP B - 11:04 A.M.)

10 MR. COLLINS: I have fulfilled my role.

11 MR. XOLA: Here we go.

12 Okay. What makes a successful debate for a voter
13 as far as the statewide and legislative debates? So what do
14 you all think?

15 Oh. First, we should probably pick a spokesperson.
16 So after all this who -- who wants to take the lead and be
17 the spokesperson and kind of digest all this information?

18 MEMBER BOYER: I'd like to nominate Bob.

19 MEMBER ROBSON: No.

20 MR. AVERY: Any other -- any other --

21 MEMBER ROBSON: I want to participate, Paul.

22 MR. AVERY: We going to have to draw straws?

23 MEMBER ROBSON: I didn't bring a pen.

24 MR. COLLINS: I will say -- I will say this, our

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1 preference would be to have a -- somebody who is, you know,
2 on the task force be the report-out person rather than Avery
3 and I, but if it -- or I; however, if -- if -- if all of you
4 think that will interfere with your participation in the
5 discussion, then we'll -- we'll have -- we can do it that
6 way.

7 MEMBER ROBSON: I think you would be great, Tom.

8 MR. COLLINS: I'm sure you --

9 MEMBER ROBSON: Right, Paul? Right, Paul?

10 MEMBER BOYER: Sure.

11 MEMBER ROBSON: Without objection

12 MR. COLLINS: Fair enough.

13 MR. XOLA: All right, fair enough.

14 MR. COLLINS: I will take notes.

15 MR. XOLA: I'm taking notes as well

16 Okay. So let's -- let's go back to the question,
17 the prompts: What makes a successful debate for a voter?

18 MEMBER MCLEOD: I'll open my big mouth. Hi,
19 everybody. My name is Rodd.

20 I guess, you know, I've been -- I spent a lot of
21 time in the last 20 years helping candidates prepare for
22 debates, and one thing I've learned is that, you know,
23 viewers are often sort of incredibly sharp about people even
24 if they're not really informed about issues; and so I think
25 one thing that people get from debates is just kind of like

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1 is they really get a read on a person through all kinds of
2 nonverbal and body language and tone of voice and how they
3 interact with others.

4 I think one -- one thing that is really useful
5 about the debates is that you really kind of get to see how
6 the person operates.

7 So that's sort of irrespective of, you know, what
8 do they think the right education funding mechanism is; just
9 how people, how candidates kind of behave, I think that's
10 hugely important.

11 MEMBER ROBSON: I -- if I can? I -- I think as
12 two -- two schools of thought here is debate and how
13 successful for the public, and is it a debate and how it's
14 successful to the candidate; and that's because if you want
15 the candidates to participate, you got to give them some
16 feeling that there's going to be some sort of success and
17 they're not going to be driving off the cliff.

18 But as Rodd just said, yeah, the public is going
19 to -- is going to get to see the candidate, the problem that
20 I mentioned earlier is that if you don't separate the House
21 and the Senate, you really don't get to see enough of the
22 candidate. When you have -- let's say there's two running
23 for the -- in each -- each party, that's four, six people
24 and you only have a certain amount of time and you can have
25 them in a line with the same question, you really don't draw

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1 out what you really want to hear from the candidate.

2 So separating the Senate and separating the House
3 candidates -- and Paul has been in the House and he's been
4 in the Senate, he can probably shake his head with me on
5 these, I think it -- it -- it affects the candidate from the
6 standpoint of why am I sitting here with people discussing
7 things that aren't running for the same office I'm running
8 for?

9 And it -- it also creates a situation where if you
10 have a very strong candidate running, let's say, for the
11 House and you're running for the Senate, you know, basically
12 being able to monopolize the event itself.

13 So I -- I felt it -- I was always frustrated by the
14 point when there was Senate candidates when I was running
15 for the House that were in my debate. And I -- and I --
16 because I wanted to truly have a dialogue with the people
17 that I was running with and against; and it -- it just added
18 two -- added two other people to the mix and it made it more
19 challenging because it felt like they were running against
20 me at the same time.

21 So I -- I didn't -- my experience -- my experience
22 as a candidate wasn't -- was somewhat, I don't know, I won't
23 say negative, but it created some negativity; and the
24 experience from the public was they'd say, Hey, you only got
25 to answer three questions; and here it is, Rodd, you've

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1 prepared the guy for how long or whatever and he gets to
2 answer three questions, it's like what's your favorite color
3 and that you what -- what -- what's the easiest food to buy
4 down at the Capitol?

5 So they really didn't get anything -- really didn't
6 get anything -- the public didn't really get anything out of
7 it and neither did the candidate.

8 So I think that you have to look at it from both
9 perspectives: Is the public going to get a value; and is
10 the candidate going to get a value if they show up?

11 And I -- I think by separating the two, you create
12 the distinction that they are two separate offices that
13 people are running for.

14 MR. XOLA: Good point.

15 MEMBER ROBSON: How about you, Paul?

16 MEMBER BOYER: Yeah, to add on to that I remember a
17 debate pretty vividly, Luigi used to be at Cap Times was my
18 interviewer or, you know, he was the debate person, and he
19 said: Okay, what are your thoughts on immigration? You
20 have one minute.

21 MEMBER ROBSON: Right.

22 MEMBER BOYER: And so I'm like how do I expound all
23 of my views on this really complicated nuanced issue in one
24 minute?

25 And so I -- I think if we could have the question

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1 and the time allotment relative to the -- the gravity of the
 2 question, that -- that would be very -- I think that would
 3 be helpful, especially for the public and also for the
 4 candidate as well.

5 MEMBER MCLEOD: I think Renaldo has his hand up.

6 MEMBER FOWLER: Yeah, I think -- if I'm reading the
 7 question right, I think really around issues and topics
 8 having really serious issues, sometimes I watch debates and
 9 some of the issues I guess Paul he gave an example, he gave
 10 a person one minute to answer a very complex question, but
 11 also making sure that we have key issues that impact the
 12 State. Sometimes I think there are stories out there that
 13 are very popular stories for the story itself, but they
 14 didn't really address the issues.

15 Give you an example, you know, Arizona has a water
 16 crisis. Was that discussion during the debate in terms of
 17 water -- a water policy? So those things I think are
 18 important.

19 And also I represent in terms of my role on this
 20 group is -- is voters with disabilities. There are -- I did
 21 a little research before this meeting today. There are
 22 1,382,191 adults in Arizona with disabilities. When I look
 23 at these debates, I don't really see topics around persons
 24 with disabilities. That's 1 out of 20 -- 1 out of 5 people.
 25 So that's 25 percent of the population.

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1 the moderator is exceptionally important and somebody that
 2 is strong enough that can control the direction of the -- of
 3 the debate because last thing, you know, a candidate wants
 4 or even a voter wants is to watch a, you know, a basically a
 5 sidecar clown show that gets us nowhere but, you know, you
 6 know, all of the -- the ancillary conversations or topics
 7 are covered without actually focusing on the issues at hand.

8 So I think even though, you know, journalists tend
 9 to have a better understanding of the issues, you've got to
 10 have a journalist -- and it sounds like that's where you're
 11 leaning. You got to have somebody who has a very strong
 12 command of -- of the circumstances and ability to control
 13 the direction of -- of the debate.

14 MR. XOLA: Okay. Okay. I like that. Sounds good.
 15 Representative De Los Santos, if you would like to
 16 speak.

17 MEMBER DE LOS SANTOS: Yes, thank you.

18 Okay. A couple -- a couple things, I suppose. The
 19 first is what I really liked in my debate was the questions
 20 that the -- that the reporter asked, that the moderator
 21 asked, were really tailored to Republicans and Democrats.
 22 So sometimes we got the same question, but I'm remembering
 23 really specifically on the question of abortion, it was
 24 tailored so that the Republican couldn't sort of squirm away
 25 with a sort of canned answer; and then when it was phrased

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1 So my thing is make sure when we have topics, that
 2 they are serious topics and that we give representatives an
 3 opportunity to answer those questions but not tell stories.
 4 So it's a balance between answering questions and really
 5 addressing few key issues that affect Arizonans. That's
 6 kind of my -- my -- my insight into what makes it effective
 7 for a voter; really getting good information, not fluff, not
 8 avoiding questions but really, really good and issues that
 9 impact Arizonans.

10 MR. XOLA: Okay. Perfect. Thank you, thank you,
 11 Renaldo.

12 And I saw that Mr. Gentles had his hand raised. Do
 13 you want to speak; and then we'll get to you, Representative
 14 De Los Santos.

15 MEMBER GENTLES: Sure. Thank you, Avery.

16 I think the question what makes a successful debate
 17 for candidates is the one we're answering, right?

18 MR. XOLA: Yeah, right. For a voter.

19 MEMBER GENTLES: Oh. For a voter.

20 Well, I think my comment speaks to both the voter
 21 and the candidate, but in debates it's easy -- for things to
 22 go off the rails and go on to kind of the, you know, the
 23 cesspool pit of, you know, conversation that really doesn't
 24 address the issues. For instance, like Mr. Boyer said on
 25 immigration or one of the cases Renaldo saw, I think the --

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1 for the Democratic candidates, it was phrased in such a way
 2 that the Democratic couldn't get away with a canned answer.
 3 It was really tailored to pin us down and -- and to speak
 4 clearly and not in sort of generalities, right, we were --
 5 we were getting down on the nitty-gritty policy.

6 And -- and so I thought that was very useful was to
 7 tailor the questions for different candidates of different
 8 ideologies in such ways that -- that don't allow us to
 9 simply get away with whatever we've put on our website or
 10 Twitter or what -- what have you.

11 So that's the first suggestion.

12 I think another interesting thing is I'm wondering
 13 if the -- the debates were very long, at least mine were.
 14 It was multiple candidates; it was multiple-hour-long
 15 affair, which is very great for me. I assume that not that
 16 many people stayed on for the whole thing, and I'm wondering
 17 if there's a way for -- if the Commission, to clip parts of
 18 the debate.

19 Now, obviously, that goes potentially into the --
 20 into the lines of editorializing what a candidate might --
 21 may have said, but I'm wondering if there's even ways to
 22 clip questions, right. And so it -- so you're taking a
 23 three-hour thing into maybe a 10-minute segment on
 24 particular issues, and if those -- clipping it that way and
 25 putting it on social media might make it more digestible

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1 for -- for a broader audience who may not have the time to
 2 sit for three hours and watch a debate.
 3 MR. XOLA: That's a good idea. I like that.
 4 Thank you, Representative.
 5 Mr. Boyer, you have a question, and then we'll move
 6 on to the next question -- or you have a comment, go ahead.
 7 MEMBER BOYER: Yeah, just really a -- yeah, just
 8 really a comment.
 9 So to follow up on everything. Anecdotally, I do
 10 think the reporters make the best moderators just because
 11 they're used to, especially how we get candidates off their
 12 talking points and I think that's what's best for -- for
 13 voters because you want to know what the candidate is really
 14 going to be like and how they're going to vote when in
 15 office and not just whatever the canned responses are.
 16 The questions really ought to be -- and this is not
 17 in disagreement with anybody who's said -- already talked,
 18 but just making sure that they're on point to whatever the
 19 office is that we actually have purview over. So while I
 20 was happy and I -- I mentioned the immigration issue, I was
 21 happy to speak to it, but Article 1 doesn't really give us
 22 the opportunity to have much purview, if really at all, on
 23 that particular topic or what -- or what are my thoughts on
 24 presidential tariffs; well, who cares?
 25 I mean it's, like, I can answer that; I'm happy to
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1 interested in that one particular question subject matter
 2 like election --
 3 MR. XOLA: Right.
 4 MEMBER SUN: -- or abortion or the integrity of it.
 5 So that will work out really nicely. You guys can
 6 maybe even create a little portfolio of the questions and
 7 the clips of it and even go across districts with the
 8 questions that wasn't asked in mine particularly that may be
 9 interested for my platform and so forth. That's just a
 10 suggestion.
 11 MR. XOLA: Okay. That's an excellent idea from --
 12 from both of you. Thank you.
 13 So we have our voter hats on. As voters why would
 14 we tune in to a debate in the first place?
 15 It's my district, these people are running, why --
 16 why would I tune in? What do you think will make a voter
 17 want to tune in to it?
 18 MEMBER ROBSON: So you want me to start off again?
 19 MR. XOLA: Go for it, yeah.
 20 MEMBER ROBSON: Yeah, I think you tune in because
 21 you want to get -- you tune in because you want to get
 22 information. Also you tune in because you want to see how
 23 the candidate you like is doing, quite candidly. A lot
 24 of -- you know, a lot of -- a lot of time you have a
 25 perception of a candidate and then you watch -- you watch a
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1 answer that, but at the end of the day, it's not disability
 2 issues or water or, you know, whatever else that we really
 3 actually have purview over and so, yeah, that -- that was
 4 pretty much it so far.
 5 MR. XOLA: Okay. Thank you. Thank you.
 6 All right. Let's -- let's move on to the next
 7 question here. So --
 8 MEMBER ROBSON: There's one more -- there's one
 9 more hand up I see, Avery. Leezah?
 10 MR. AVERY: Yes. Leezah, do you want to quickly go
 11 over those so we can move on to the next question?
 12 Representative Sun.
 13 MEMBER SUN: Yes, I just want to echo
 14 Representative De Los Santos' comment about clipping them,
 15 that's actually very crucial because, you know, our audience
 16 is not very active. And when I was doing my debate, it was
 17 very few turnouts, you know, maybe two, you know, at the
 18 most, and it's only one party that always shows up because
 19 we're such a safe district so we don't get the two parties.
 20 So the clipping is setting up that one question
 21 that we can put on our social media with ease and -- and,
 22 you know, just having that option --
 23 MR. XOLA: Right.
 24 MEMBER SUN: -- helps a lot because that will be
 25 readily spread because sometimes whoever shares it may be
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1 forum or a debate and you go, Oh, wait a second --
 2 MR. XOLA: Yeah.
 3 MEMBER ROBSON: -- this person has really gone far
 4 afield.
 5 Ultimately it's knowledge but at the same time it's
 6 maybe for your own partisan look to just check in and make
 7 sure that the person you -- you support is -- is going to be
 8 the person you want to vote for ultimately.
 9 MR. XOLA: That's a good point. Thank you. Thank
 10 you, Member Robson.
 11 Anusha, I see you have your hand up.
 12 MEMBER NATARAJAN: Yes. Hi. Sorry I'm a little
 13 bit late, but I was just going to add, like, especially from
 14 someone coming from the younger side of the demographic
 15 spectrum, I just think it's really important to see, like,
 16 how they act, how they deal with hard questions and, like,
 17 how they will cater to, like, you know, the future leaders,
 18 like, what do they have to offer for support running for
 19 youth and all of that.
 20 So that's really important for me personally,
 21 especially when we are talking about, like, wide-ranging
 22 topics of climate change and education, like kind of seeing
 23 their platforms of like someone previously mentioned as
 24 well, too, but I think honestly just how they connect with
 25 the people and their demeanor are very big.
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1 MR. XOLA: Okay. Thank you. Thank you. And I --
 2 and have a question, so how do you all feel about like
 3 cognitive friction? Like when you have a debate and there's
 4 two opposing ideas and it's not necessarily an argument, but
 5 it kind of gets into that? And I know that those debates
 6 tend to be more entertaining. So how do you all feel about
 7 that, do you think maybe the debates shouldn't go that way
 8 or do you think that the moderator should encourage the --
 9 the conversation against, you know, discerning viewpoints?

10 MEMBER ROBSON: Don't call it a debate if you're
 11 not going to have that happen.

12 MR. XOLA: Right. Right.

13 MEMBER ROBSON: I mean, you know, call it a
 14 roundtable or something. But a debate is a debate, and as
 15 long as you're both civil, and it goes -- you know, the
 16 moderator keeps it, you know, where they need to keep it, by
 17 all means you should have those challenges going on.
 18 It's -- otherwise, you're just handing out a trophy for
 19 everybody that participates.

20 MEMBER BOYER: But given that, though, I do think
 21 though that the focus should be on the idea and not the
 22 person. And I mean, I know that the -- the debates that --
 23 where it is focused on attacks, personal attacks, I mean
 24 those are interesting, I guess, but I still think it should
 25 be focused -- you know, always going back and having the

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1 moderator go back to, okay, but here's the idea, tell me why
 2 this idea is wrong or why you want to promote this idea.

3 MR. XOLA: Okay. Good. Thank you.

4 Thank you.

5 We got some other hands. Let's -- Representative
 6 Sun, if you'd like to speak to this issue.

7 MEMBER SUN: Thanks, Avery. I think that for --
 8 for my district, I'm only going to be speaking with my
 9 district. Again, it's a safe, you know, district and
 10 usually our race is in the primary, and you can be just as
 11 heated and aggressive to, say, as a general race.

12 So with that said, I recall that our moderator, the
 13 reporter, did encourage us to be forthcoming in our opinions
 14 and whatnot; but -- but to similar to what Mr. Boyer was
 15 saying, is that we still need to have a level of civility
 16 and conduct in terms of personal, you know, attacks. Like,
 17 we need to focus on the policy and the subject matter and
 18 really push for that, and I think that will make it more
 19 entertaining because the audience is there for information,
 20 you know, credible information on this debate.

21 So not discouraging to be contentious but just
 22 based on the subject matter and the policies that we're
 23 addressing, not so with the personal attacks. I think that
 24 that kind of derails the purpose of -- I mean, it derails
 25 the (technical disruption).

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1 MR. XOLA: Yeah.

2 MEMBER ROBSON: We lost it.

3
 4 * * *

6 (GENERAL SESSION - 11:25 A.M.)

7 MR. XOLA: Thought we had a few more minutes.

8 MEMBER FOWLER: Yeah.

9 MEMBER ROBSON: We lost it.

10 MS. ROBERTS: And I'm sorry, just a quick technical
 11 question before Chairman Kimble pulls us back together.

12 Cathy, just to make sure, so we're still good with
 13 recording; and since we're back in the main session, are we
 14 live streaming to YouTube?

15 MS. HERRING: So when we are in breakout rooms, the
 16 main room continues to live stream. The breakout rooms are
 17 not included in the YouTube live stream.

18 MS. ROBERTS: Perfect. Thank you.

19 CHAIRMAN KIMBLE: Okay. Thank you.

20 So will the spokesperson for Group A please report
 21 back to the entire group?

22 MR. COLLINS: Mr. --

23 MEMBER JACKSON: Were we Group A?

24 CHAIRMAN KIMBLE: That's a group question. Were we
 25 Group A, Gina?

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1 MS. ROBERTS: Mr. Chairman, we will be Group A now.
 2 We will go ahead and we can have Tara report back.

3 CHAIRMAN KIMBLE: All right. Tara.

4 MEMBER JACKSON: All right, thank you.

5 To be successful a debate needs to be accessible to
 6 voters both in timing and the platforms used. This might,
 7 for example, include recording the debates and remarketing
 8 it or making it available on demand. The debate and the
 9 reformatted or on-demand versions should also allow
 10 interaction with voters in a way that is respectful and
 11 informative.

12 Decorum is important, as is having moderators who
 13 have knowledge of issues specific to the geographic regions
 14 represented. We should create environments that allow the
 15 voters to learn and that tries to make it entertaining and
 16 informative.

17 Communication and advertising are important,
 18 including information about the topics that will be
 19 discussed.

20 We should consider alternative formats that allow
 21 voters to receive -- to participate or receive information
 22 in smaller or bite-size formats, while also being mindful
 23 that the debates need to focus on voter education.

24 It can be challenging to find the balance that
 25 allows for an engaging discussion and that also allows the

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1 moderator to control decorum.
 2 Having clear rules ahead of time helps.
 3 Nonetheless it is a difficult challenge to keep
 4 candidates from making personal attacks while also ensuring
 5 that the moderator appears unbiased.
 6 CHAIRMAN KIMBLE: Thank you, Tara.
 7 That -- as a member of Group A, that was a very
 8 good summary of everything we discussed.
 9 What about the Group B, would the spokesperson for
 10 Group B report on what you discussed?
 11 MR. COLLINS: So Mr. -- Mr. Chairman, in the
 12 interest of time in our group I became the reporter
 13 notwithstanding I'm not supposed to be, so I beg your
 14 forgiveness for that.
 15 CHAIRMAN KIMBLE: I think we will -- that will be
 16 fine. Now we'll hear from Tom Collins who is the Executive
 17 Director from Clean Elections.
 18 MR. COLLINS: I think that our group discussed many
 19 of the same points that Tara just talked about. I think a
 20 thing that we heard was -- from a couple of folks in the
 21 group was about how important it is to give folks an
 22 opportunity to see candidates interact, and this may be
 23 their only opportunity to get a read on who candidates are
 24 as leaders, how they interact with others.
 25 You know, as far as -- you need something that
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1 And then -- and then the idea of how to increase
 2 participation by providing other ways of packaging these.
 3 Two of our members mentioned specifically how we might be
 4 able to take clips from debates, how to we might be able to
 5 make sure those get distributed more broadly in a way where
 6 a person who might not have the time to sit through a larger
 7 debate, a longer debate can get -- can get access to that
 8 information.
 9 CHAIRMAN KIMBLE: Okay. Thank you, Tom.
 10 A lot of -- a lot of good suggestions from both
 11 groups. Some of them were specific to one group and some
 12 that both groups brought up, so I -- I thought that went
 13 very well.
 14 For Item Number IX, we're going to break out again
 15 following the same process we used for the previous breakout
 16 session, but this time we're going to talk about what makes
 17 a successful debate for a candidate. We talked last time
 18 what makes for a successful debate for the voter, but now
 19 we're going to focus on the candidate and what we can do
 20 to -- to make debates better for them.
 21 So Cathy, is there anything we have to do to -- to
 22 break out again?
 23 MS. HERRING: No. Just one question maybe for
 24 Gina, would you like me to set a timer for the second round
 25 of breakout rooms? I currently have it for 20 minutes, but
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1 works for both candidates and the voter; and some of the
 2 things that will go into that are, you know, tailoring the
 3 questions to make sure that they are representative of party
 4 positions. You know, you may have very different partisan
 5 positions; you need to account for that. You need to
 6 account for the diversity of the state, for example, about
 7 one-fifth of the state or quarter of the state has a
 8 disability of some kind, that's not often a topic that gets
 9 discussed, that would be a group of voters that are -- that
 10 are looking for information.
 11 On the other hand, some topics like immigration we
 12 might spend some -- a lot of time on but, quite honestly,
 13 most state and legislative debates that's simply not a
 14 relevant topic.
 15 I think we -- our group also talks about civility
 16 issue and wanting to have engaged debates where you really
 17 have some intellectual and ideologic friction that stays
 18 civil and not personal.
 19 And then finally in order to -- and then I think
 20 there was general consensus it seemed that moderators who
 21 are journalists are good, and especially those who both can
 22 control the tenor of the debate but also can, if you will,
 23 get a -- a candidate off their talking points, right, so get
 24 in depth enough on the issue where necessary to get specific
 25 answers on policy.
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1 should that be extended?
 2 MS. ROBERTS: I -- I think 20 minutes will put us
 3 right on track, that way we can still get to our call to the
 4 public and adjournment and -- and have our wrap up, of
 5 course.
 6 So, yes, if we can limit the next discussion for
 7 about 20 minutes. Then, again, keeping Tom and Avery
 8 together and myself and Chairman Kimble, that will be
 9 perfect.
 10 MS. HERRING: Yes. Opening up the breakout rooms
 11 now.
 12 * * *
 13 * * *
 14 (BREAKOUT GROUP A - 11:23 A.M.)
 15 MS. ROBERTS: All right. Looks like we are --
 16 MEMBER ROBSON: We're different.
 17 MS. ROBERTS: -- recording. Yep, we've got -- I
 18 mean, it's random, you know.
 19 And we are recording so we are good to go. So just
 20 like our last discussion, this is the opportunity for the
 21 group members to go ahead and -- and give their thoughts and
 22 opinions on what makes a successful debate from a candidate
 23 perspective. So, you know, you might find some overlapping
 24 from -- from what you've discussed in the voter's
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1 perspective, but to help kick things off and help facilitate
 2 this discussion, you know, some things you might think about
 3 are: Why would a candidate choose to join the debate,
 4 what -- you know, how does it serve them; and then why would
 5 a candidate maybe decline to -- to debate, so; and when they
 6 do participate in the debate, how do they walk away from
 7 that debate feeling that, you know, it was a fair experience
 8 and that they were really able to communicate with the
 9 voters in their district, or if it's statewide, you know,
 10 what -- what made them feel good about participating in that
 11 debate; and, you know, of course leaving them with wanting
 12 to do it again if they run again.

13 So those are just a few discussions to -- to help
 14 you kick things off, but we'll turn it over to the group
 15 members.

16 So, Bob.

17 MEMBER ROBSON: Yeah, first thing off, I think you
 18 should develop a Clean Elections toolkit for candidates --

19 CHAIRMAN KIMBLE: Excuse me. If I could interrupt.
 20 I think we need to pick a spokesperson.

21 MEMBER ROBSON: Oh.

22 MS. ROBERTS: Thank you. I forgot about that.
 23 Thank you, Chairman Kimble.

24 Well, Bob, you spoke first.

25 MEMBER ROBSON: No, no, no.

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1 So it's just one of my thoughts.

2 MEMBER LANDRUM TAYLOR: That just kind of went
 3 along with one of the questions I asked earlier about what
 4 was the level of now participation from individuals that
 5 come in and view the various debates?

6 Because as a candidate, you know, number one, you
 7 know, the time is very valuable; so you want to sure that if
 8 you're going to be at any platform, you're reaching as many
 9 people as possible. So how the Commission can work hand in
 10 hand with that in order to garner the -- the amount of
 11 attendance that's needed. I know it's improved over time,
 12 especially, you know, early on. Because when you move
 13 further down the -- the ballot, you know, a lot of times
 14 folks of course will be there for, you know, Governor and
 15 congressional and all that, but as you move down the ballot
 16 to legislators, still want to make sure it's getting out
 17 there.

18 So, you know, on the lines of what you're saying,
 19 Bob -- and nice to see you again there -- but when -- when
 20 you're looking at how in the world can this conversation be
 21 maximized on those smaller levels, 'cause the local levels
 22 are very, very important in how can get it out there to --
 23 to people.

24 And the candidates want to make sure that it's
 25 going to be a robust experience. Also very organized, very

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1 MS. ROBERTS: By default or anybody else want to
 2 raise their hand and join?

3 MEMBER ROBSON: I didn't bring a pen, so.

4 MEMBER QUERARD: I sat on my hands the first time,
 5 so I'll step up this time.

6 MS. ROBERTS: Perfect. Okay. Thank you,
 7 Constantin.

8 MEMBER QUERARD: Now -- now that I've seen how it's
 9 done.

10 MS. ROBERTS: Okay.

11 MEMBER ROBSON: But so, I mean, just if I can,
 12 yeah, I -- I think we should -- Clean Elections should
 13 develop a toolkit for candidates. In other words, there
 14 should be a marketing kit for them -- and, Gina, we did this
 15 one time with me if you remember, but putting together a --
 16 a package that you can send out letting your constituents
 17 and letting people know in your district that you're
 18 participating in a debate, and when the debate is, what the
 19 debate is about; and that you can send it out, if you want
 20 to do print media, it's up to the candidate, but you'll
 21 provide them the stuff: Print media, online-type
 22 advertising, advertising that they can send out to their
 23 constituent base. You know, I -- I think that's how you get
 24 people enthusiastic about the debate and get the candidate
 25 potentially to participate as well.

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1 succinct, nice and clear. Things like a toolkit, that
 2 sounds really good so you know exactly what to expect, there
 3 are no surprises.

4 MEMBER ROBSON: Yeah, I just wanted to mention when
 5 I did that I think we had 660 viewers that night.

6 MEMBER LANDRUM TAYLOR: That's good.

7 MEMBER ROBSON: Which was a great number.

8 MEMBER LANDRUM TAYLOR: Mm-hm.

9 MEMBER QUERARD: Could have been a record.

10 MEMBER LANDRUM TAYLOR: Could have been because you
 11 were debating too, Bob, but --

12 MEMBER ROBSON: Well, no, but I sent it out to a
 13 mass group, but it was a nice sharp, clean package, it was
 14 well done. Clean Elections gave it to me said who, what,
 15 when where, why's and how's. It wasn't anything, you
 16 know -- audit turned out a lot of people to watch.

17 MEMBER LANDRUM TAYLOR: Nice.

18 MS. ROBERTS: Yeah, I'll -- just to help facilitate
 19 the discussion and -- and again provide just informative
 20 information since I'm not speaking as a group member here,
 21 but to the point about showcasing what the reach is, right,
 22 time is valuable for these candidates, and I think that is
 23 something we did very successfully with our statewide
 24 debates and our partnership with the Arizona Broadcasters
 25 Association and the Arizona Newspaper Association, we were

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1 able to really show them the hard numbers of this is the
2 reach we are bringing for your debate; and so I think that
3 is something that we could extend as we look down to -- down
4 the ballot to some of those other races.

5 MEMBER QUERARD: It might be so we -- we advise a
6 lot of candidates and sometimes we advise them on, Hey,
7 should I be -- should I debate in the debate or not; and
8 it's not always a yes. So I'm trying to think through the
9 circumstances where the answer is a no and why it is a no
10 and how you guys could -- some of that has nothing to do
11 with you, it's just the specifics of a race.

12 To a certain degree I think if you can let
13 candidates know sort of how many viewers the average, like,
14 legislative debate had or something, that's nice. Because
15 if a candidate is sitting there saying, you know, 2,000
16 people see those things, well, that's a lot of people. And
17 so you may -- you know, you may be -- that's -- that's more
18 worth doing than something that 200 people are going to see.

19 So, for instance, if you have viewership numbers
20 that's useful.

21 A candidate will participate in a debate if they
22 think it's going to reach a lot of voters, if it's going to
23 provide an opportunity to make their case, so the format is
24 kind of important. The moderator is important 'cause you
25 have to think you're going to have a fair shot at it. And I

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1 don't know, on all these agendas we'll get into moderators
2 at some point in time and I've got -- I've got a number of
3 thoughts there.

4 But letting the candidates help to pick some of the
5 topics may also go a long way because a lot of these times
6 these debates they don't get to talk about the things their
7 campaigns are about or that they want to talk about, and so
8 if the candidates have some input. Again, if there's here
9 are six or eight topics that every legislative candidate is
10 debating, plus two from you and two from your opponent, or
11 one from each of the four of you or something like that so
12 that you're going to get a chance to -- to get into your
13 sweet spot.

14 UNIDENTIFIED MALE: We love -- we love topics that
15 are questions that are native to that topic on the --
16 especially in the area, too.

17 MEMBER QUERARD: Yeah. So -- so allowing the
18 candidates to have some input into the topics; they don't
19 get to write the questions, but at least they could pick the
20 topic and that will give them the chance to give the answer
21 they want.

22 Those -- those might always be some -- some things
23 that would make it more attractive.

24 CHAIRMAN KIMBLE: Constantin you mentioned you
25 wanted to get into the moderators. What are your thoughts

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1 on moderators?

2 MEMBER QUERARD: We've had problems in the past
3 with basically bad moderators or moderators whose bias kind
4 of -- you know, we did one it was probably two cycles ago,
5 it was an hour long, we probably did 50 minutes on K-12
6 education because that's all the moderator wanted to talk
7 about.

8 Well, okay, that's a big issue, it's half the State
9 budget and even if you gave it 30 minutes that would be too
10 much, but, I mean, at the end the candidates were so
11 frustrated because they had so many things they wanted to
12 talk about. And as I recall that was actually a primary
13 debate, so it was a Republican primary debate that's spend
14 50 minutes -- and I may be wrong, but a lot of the time on
15 K-12 education. If you've watched Republican primary
16 debates, that's not where you would spend the bulk of your
17 time.

18 We had a candidate -- we had a debate this last
19 time we raised an objection to because, you know, it's a
20 Republican primary where you had some of the people that
21 were running were very heavily involved in, like, the -- the
22 election audit and stuff like that and we had a debate. It
23 was -- it was media personality who is -- whose Website
24 talked about how, you know, we don't -- not every issue is
25 -- I forget what they said, but basically not every issue is

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1 equal and we don't put up with garbage, cough, election
2 audit, cough. Like, that was literally on their -- their
3 website and they were going to go run a debate for some lady
4 who was a leader in the election audit like this, like this
5 isn't going to be fair.

6 So, you know, candidates want to know they're going
7 to have sort of a fair shot. And one of the things you
8 could actually do for the primaries that would remove I
9 think you guys from -- from any charges of bias would be to
10 as Republican primaries and Democrat primaries, have the
11 parties provide the moderators. You may not do that for the
12 general election because the general election you may --
13 you're open to Democrats, Independents, Republicans they're
14 all on the same stage.

15 But if the Democrats are picking the Democrat
16 moderators and the Republican pick the Republican
17 moderators, they can't really accuse you of bias anymore.

18 MS. ROBERTS: Can I ask a question on that just
19 from a logistical standpoint?

20 Do the parties though -- if that's, you know, an
21 option to consider, do the parties themselves though endorse
22 particular -- their candidates in the primary?

23 MEMBER ROBSON: Not in the primary.

24 MEMBER QUERARD: Not in the primaries, no.

25 MS. ROBERTS: Okay.

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1 MEMBER QUERARD: And it would be incumbent on them
2 to find people you, you know -- you could use former
3 lawmakers, you could use whatever; and obviously as the
4 party you'd pick somebody who hasn't endorsed somebody in
5 that race. Like, the party is going to be really careful
6 about not wanting to look biased in a primary because
7 they're going to hear from their activists and they're
8 elected by their activists and the response of their
9 activists. So the parties are really going to want to look
10 like they picked somebody neutral.

11 The parties can also go to the candidates and say,
12 Hey, we've got these three people. Like, if we turn it over
13 to them, I'd also think that increases the chances that
14 candidates participate because now you can't skip the debate
15 on the basis of moderator bias. Like, oh, these moder- --
16 these debates are all rigged. Well, you know, if your state
17 party chairman, whatever, is picking the moderator, you
18 can't -- you can't use that as -- I mean I suppose somebody
19 could use but it looks bad, so.

20 UNIDENTIFIED MALE: Or integration.

21 CHAIRMAN KIMBLE: I wanted to follow up both with
22 Bob and Chris from a media standpoint. Do you think
23 moderators should be from the media?

24 And Bob, you were talking about predictability and
25 there's some -- there was some suggestions that the

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1 Because those are generally run by party groups, the parties
2 themselves, Republican Women's Club of Mahai.

3 So there's probably actually a lot of experienced
4 moderators out there that we don't even know about who are
5 partisan but -- but may have -- may have experience.

6 MEMBER ROBSON: I guess it creates another
7 challenge for Clean Elections 'cause in the primary don't
8 you generally put both parties together?

9 MS. ROBERTS: That -- that would be something that
10 would have to go hand in hand. If we were going to look at
11 partisan moderators, we would have to -- I don't see another
12 way around it, we would have to split up the debates but...

13 UNIDENTIFIED MALE: Bifurcate. Bifurcate them,
14 yeah.

15 MEMBER ROBSON: I think -- I think it's a great
16 idea by the way to separate them, because it's truly what
17 they're running for, they're running for the designation of
18 their party at that point; come the general election,
19 they're running for the office.

20 MEMBER QUERARD: Aren't they all -- aren't they
21 already separate in the primary?

22 MEMBER ROBSON: No. The primary is not separate.
23 They -- don't they keep them together?

24 MS. ROBERTS: We host debates by district. So
25 Legislative District 15 you've got House and Senate Rs and

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1 questions ought to be -- or the general areas of discussion
2 ought to be known in advance we're going to spend five
3 minutes on this, five minutes on that, five minutes on that.

4 Would that lead itself to someone not in the media 'cause
5 it's not going to be as much of a free-flowing discussion?

6 MEMBER KLINE: I mean, from -- from my vantage
7 point the one thing I think about as it relates to picking
8 from the parties is the -- again, the Independent factor. I
9 know that, right, Independents they can choose to vote in a
10 primary, but I do worry about the perception of bias if we
11 have moderators that are coming from spheres that might not
12 have that neutral perspective.

13 I also think about -- and I understand -- I -- I
14 think the, Constantin, the idea is really interesting but
15 I'm also thinking about how -- how do we find people that
16 might come from those perspective parties that also have
17 experience with moderating debates and have experience with
18 managing that process from a -- from a media perspective.

19 But maybe they're out there and -- and those are
20 people that have transitioned on to the party side. I
21 just -- I have yellow flags, not red flags.

22 MEMBER QUERARD: And agreed; and the good news is
23 you guys are talking about one debate you do during the
24 year, let's figure out who's -- who's moderating all the
25 other debates that the candidates are participating in.

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1 Ds all in the same one-hour debate.

2 MEMBER QUERARD: Well, that -- I definitely
3 recommend splitting them.

4 MEMBER ROBSON: No, I'm -- I think -- I think
5 that -- and that -- that would create a greater
6 participation quite candidly amongst the par- -- the parties
7 themselves; and then when it comes to a general election,
8 they'd be looking more forward to a debate against each
9 party.

10 MEMBER QUERARD: For the audience as well --

11 MEMBER ROBSON: Yeah, that's what I'm saying.

12 MEMBER QUERARD: -- I mean, if I'm a voter, if I'm
13 a Democratic primary voter, watching the Republican primary
14 debate does me no good. Which I'm not even allowed --
15 legally I can't even vote in that primary.

16 MEMBER ROBSON: Right.

17 MEMBER KLINE: But if I am an Independent voter it
18 creates one-stop shopping for me to pick somebody, too.

19 MEMBER QUERARD: True.

20 MEMBER KLINE: Just to add the third wheel to the
21 equation.

22 MEMBER QUERARD: Yeah.

23 MEMBER ROBSON: Yeah, and the issues are focused.

24 UNIDENTIFIED MALE: There's four wheels with the
25 parties now.

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1 Sorry.

2 MS. ROBERTS: Well, I know we have a few more

3 minutes, so there's still time for -- for discussion. I

4 think we've talked about -- a lot about, you know, how to

5 prep candidates and explain the reach that these debates

6 will have, so I don't know if there's any other thoughts on,

7 you know -- I think we got a lot into why the candidate

8 participated; and then when the candidate exits, when it's

9 all said and done, you know, how do we ensure that they

10 feel, okay, they got a fair shake, you know, they felt good,

11 like their opponent didn't monopolize the time, the

12 moderator was, you know, fair in -- in speaking time and

13 asking fair questions or, you know, how did they walk

14 away -- how does the candidate walk away feeling successful

15 in terms of what we can do and obviously not their -- their

16 performance themselves?

17 MEMBER ROBSON: Being -- being -- being a former

18 candidate and participating in debates, I can honestly --

19 and I mean, you may not want to hear this but you're neutral

20 so it's okay, I felt -- I didn't feel entirely good about

21 when I was done from them, not from the standpoint that I

22 didn't do well, it was from the standpoint that I didn't get

23 enough time. When there are six other, seven other people,

24 it -- it -- it didn't give me time. It just didn't give me

25 time and I don't think the issues were able to be vetted or,

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1 offices because they are different.

2 I don't know, Constantin, you prepare candidates

3 for it, what are your -- what are your views?

4 MEMBER QUERARD: Agreed. I mean, when you're in a

5 debate you're trying to score points or you're trying not to

6 give points away. I mean, are you on -- are on you offense

7 are you on defense? You know, how many candidates for how

8 many seats; are you running as teams because this is State

9 House race and you've teamed up with somebody.

10 I mean, there's just -- there's just a lot of

11 dynamics to it.

12 What was that?

13 (No response.)

14 MEMBER QUERARD: How much time do we have and do

15 you guys want me to summarize what I think we have so you

16 guys can tell me if I'm missing something?

17 MEMBER KLINE: Go for it.

18 MS. ROBERTS: I think we have about two minutes.

19 MEMBER QUERARD: Okay. Can- -- basically we're

20 trying to figure out how to make it rewarding for

21 candidates. Can Clean Elections package the Clean Elections

22 product in such a way the candidates can share it after the

23 fact and before the fact, so promotional materials that are

24 shareable to encourage attendee -- or viewers; or finished

25 products afterwards.

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1 you know, come out.

2 And, again, I said running for two different

3 offices and having those people sit there and then go down a

4 line or whatever and go back and whatever now we have -- now

5 we're doing in a line, you know: Bob, what do you think,

6 okay, you got two minutes; Jim, what do you think? It

7 doesn't -- it didn't -- it wasn't really a debate; it was

8 more like ask the next question.

9 UNIDENTIFIED MALE: Did you feel that way after the

10 primary and the general debates or particularly the primary

11 ones?

12 MEMBER ROBSON: Well, I mean, when I'm answering

13 questions that really have nothing to do with, again, Paul

14 Boyer mentioned this in the other group, the last -- when

15 I'm answering question had nothing to do with what I'm

16 running for office about.

17 And then the moderator, because my skill set may

18 have been better than the other guys because I was in the

19 legislature and the guy running against me, was sort of

20 trying to help my opponent. I was -- you know, help them

21 along. And that -- and that's natural because, you know,

22 I'm able to answer the question, the other person may not be

23 able to.

24 But I didn't -- I felt that the distinct -- you

25 needed to separate -- and I said this earlier, separate the

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1 The goal is to increase the number of viewers

2 'cause the more people watching, the more people that will

3 watch it, the more valuable it is to candidates, the more

4 likely they are to participate.

5 Clean Elections should let candidates know how many

6 viewers watched previous debates as a way of encouraging

7 candidates to participate so that they know that there's not

8 18 people that are going to see, but 1,800 people that are

9 going to see this.

10 Letting the candidates know the topics in the

11 advance, or at least most of the topics in advance, helps

12 them to know that the topics they want to talk about will be

13 discussed.

14 There were some additional ideas. One is to

15 consider separating Republican and Democrat primary debates

16 because viewers will be seeing just the race they want to

17 see and the topics can be better customized to the race, to

18 the candidates, and to the audience.

19 We also want reliable moderators, they encourage

20 participation because you know you're going to get a fair

21 shake. And one idea was to consider inviting the parties to

22 select debate moderators for the primary debates because

23 they'd be less likely to be biased or perceived as biased,

24 and they've have a better sense of what issues are most

25 important to the viewers and the candidates.

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1 What else did I miss or what else should I put in
 2 here?
 3 MS. ROBERTS: We have just a few more seconds, but
 4 I thought that sounded great.
 5 And, again, I'm very grateful for all of this.
 6
 7 * * *
 8
 9 (BREAKOUT GROUP B - 11:23 A.M.)
 10 MR. XOLA: We are back.
 11 Still recording, okay. We're good.
 12 Thank you, Tom, you did an excellent job on that,
 13 that was great.
 14 MR. COLLINS: I don't know if we have the same
 15 folks in this as we had before, I can't quite tell.
 16 MR. XOLA: Oh, yeah, no. We're a little mixed up
 17 with this one. Okay, that's fine. There's some different
 18 faces in here, some same ones.
 19 Okay, well, we can get started. Again, I'm Avery
 20 Xola, the Voter Education Manager and, of course our
 21 Executive Director Tom Collins is also here with us.
 22 We have a few questions but -- who's the
 23 spokesperson? Are we -- are we keeping Tom or is someone
 24 else would like to step up to the plate?
 25 MR. COLLINS: Well, now that Tara and I are on in
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1 discussion, but that relative to the question and the nature
 2 of the topic that you're able to actually just expound your
 3 views.
 4 MR. XOLA: Okay. Thank you.
 5 Oh, did you freeze up there?
 6 I think he froze up a little bit.
 7 Mr. Fowler, Reynaldo, go ahead. I see you have
 8 your hand raised -- or no?
 9 Ms. Jackson --
 10 MEMBER FOWLER: Thanks, Avery. Okay. So I think
 11 someone had mentioned about some of the candidates have not
 12 shown up for debates, and I think if they're safe districts
 13 they don't show up; and also I think there are topics, I --
 14 I have gone to a couple debates around disability issues,
 15 and you can pretty much guarantee what party will show up
 16 for the debate because they thought the topic itself was
 17 biased.
 18 And so how do you -- how do you -- how do you deal
 19 with that? And it specific, it was around
 20 disability-related issues. And so I think, you know,
 21 candidates need to understand that all issues have different
 22 a perspective and they are not owned by one political
 23 perspective; and I think it's helpful that they may give a
 24 different perspective that might necessarily -- might not be
 25 popular to that group, but I think it's important because I
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1 the same room now, so I think Tara has to do it.
 2 MEMBER JACKSON: That's fine, whatever you want me
 3 to do. Is that like voluntold? Is that the word for that?
 4 MEMBER SIMPSON: I was going to voluntold you; you
 5 did a great job last time.
 6 MR. XOLA: Yeah, you did an excellent job.
 7 MR. COLLINS: Whatever works. We only have a --
 8 Gina has us on a...
 9 MR. XOLA: Okay, yeah. Okay, so our first -- first
 10 question to the group would be: Why would a candidate agree
 11 to a debate? Like what is some pros and cons to, I guess,
 12 agreeing to a debate?
 13 MEMBER SIMPSON: I -- Paul has his hand up.
 14 MR. XOLA: Oh. Yes. Go ahead, Paul. I'm sorry.
 15 MEMBER BOYER: Yeah. So it's a struggled to get
 16 candidates there sometimes, so just to make sure that every
 17 candidate gets a fair shake, and so that way if candidates
 18 feel confident going in that they'll be able to get their
 19 opinions out there and not just an unfair moderator.
 20 Somebody pointed out in the last session, that it
 21 typically tends to be one party that -- that shows up; and
 22 I've always thankfully showed up as far as I can recall,
 23 even though I was in the minority. So just making sure
 24 that, yeah, the moderator is fair.
 25 And then, again -- and I mentioned this in the last
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1 think it's pretty disrespectful that candidates just don't
 2 show up because of a specific topic or demographic of a
 3 person.
 4 I've seen that happen too, where candidates don't
 5 show up because it might be a certain demographics and that
 6 demographics don't necessarily maybe vote for them, but I
 7 think we want to encourage candidates to even go into those
 8 settings where there's traditional settings that may not be
 9 a safe setting for them.
 10 So that's kind of my -- of my two cents on this.
 11 MR. XOLA: Thank you. Thank you.
 12 MEMBER ROBSON: Have -- oh.
 13 MR. XOLA: No, go ahead. Please.
 14 MR. KARP: Having participated in a couple of these
 15 debates as a candidate, you won't get people/candidates to
 16 come unless they're forced to come if they're running Clean,
 17 or they're the minority party in an legislative district,
 18 unless you get everybody to participate and you do that by
 19 advertising and getting the information out of the debate
 20 results to more platforms.
 21 People will decide to come when they think that
 22 everything is going to be out there all over. And I think
 23 particularly for down-ballot candidates like in a rural
 24 county where I am running for state legislature, we get very
 25 little press coverage and we got very little press coverage
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1 from the Clean Elections debates. If the Commission can
 2 make more of an effort to get the information out, you may
 3 get all candidates to participate.
 4 MR. XOLA: Thank you. That's a good point. Thank
 5 you.
 6 Let's go to Member Jackson.
 7 MEMBER JACKSON: I'm sorry, I'm busy writing your
 8 notes while I'm talking.
 9 So but I -- I wanted to address the candidates not
 10 showing up and incentives for them to show up, and this --
 11 this kind of gets back to the comment I made when we are all
 12 together, especially as there's a rising number of
 13 Independents and thinking about the candidate debates for
 14 the primaries, is: How do you incentivize candidates to --
 15 to come to these debates?
 16 Part of is if they think they need to appeal to a
 17 broader audience, and that's another reason perhaps to look
 18 at changes on who can be a part of the debates, and
 19 especially included unaffiliated or Independent voters or
 20 candidates makes it broader.
 21 It also would address some of the opinions that
 22 someone brought up; I can't remember 'cause I was looking
 23 down writing the notes, that the candidates also need to
 24 come with the idea of learning from the debates. That that
 25 should be one of the goals, that it's also for them to

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1 way that don't really allow you to wriggle out of -- of
 2 giving a direct answer and the moderator is good about
 3 following up to make sure that you're giving a clear, direct
 4 answer, I think potentially providing candidates questions
 5 in advance might be -- might be a good thing.
 6 I also think, you know, it's sort of rare in my
 7 time in the legislature so far that you are speaking about
 8 an issue extemporaneously that you've never thought about.
 9 Like, typically you're speaking about something that you're
 10 actually quite well versed in -- or hopefully.
 11 And so I think, like, this -- this skill set is not
 12 being able to come up with an answer on the fly but rather
 13 can you do your homework and come up with a thoughtful
 14 position to share with your public.
 15 MR. XOLA: That's a good point. Great point.
 16 Thank you, Representative De Los Santos.
 17 Member Simpson, if you would go ahead.
 18 MEMBER SIMPSON: So two things, and just -- and I
 19 wonder, Tom may be able to speak to this, what are some of
 20 the reasons that candidates decline to participate?
 21 I mean, we know the obvious one is the perceived
 22 bias of the moderator. I don't know if there's another
 23 reason to that.
 24 MEMBER MILLER: Yeah, fundraising.
 25 MR. COLLINS: Yeah, well, if I may Lisa and Avery,

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1 learn. It's not just for the voters.
 2 MR. XOLA: Excellent point. Thank you. Thank you.
 3 Let's move on to our next question so we don't run
 4 out of time here. So just to keep with the candidates, we
 5 have a lot about why they would agree to a debate, now what
 6 are some reasons why a candidate would reject a debate?
 7 Flat out say, I refuse to participate for whatever reason.
 8 In your experience, what do you think?
 9 And let's go with Representative De Los Santos and
 10 then I will go to you Ms. Simpson.
 11 MEMBER DE LOS SANTOS: Yeah, I think to an earlier
 12 speaker's point, they just don't think anybody is watching
 13 so you have nothing to lose; and the second thing is I think
 14 candidates are terrified of making mistakes, making a gaffe,
 15 right, appearing to look -- say the wrong thing.
 16 And I think one thing that might help folks out,
 17 and I know this is sort of done, is actually having the
 18 questions in advance. Now I know that that could be
 19 controversial because it gives you more time to prepare a
 20 sort of canned answer; but on the other hand, I think it
 21 would, one, incentivize people to show up, it might actually
 22 promote more thorough, well-thought-out answers if you know
 23 what you're going to -- if you know what you are going to
 24 say.
 25 And so long as the questions are phrased in such a

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1 I think the two people that will be best to probably weigh
 2 in on that would be Rodd and Lee, and if Constantin, too.
 3 MEMBER SIMPSON: Okay.
 4 MR. COLLINS: But Rodd's got his hand up anyways,
 5 but -- 'cause I -- I --- I mean, what we hear is in effect
 6 essentially some of the things that ave been captured by
 7 this already: Doesn't matter, not our crowd, there's
 8 nothing to gain.
 9 But as far as how that gets evaluated, Rodd or if
 10 you -- or whoever wanted to take that, I think that's --
 11 that's the heart of the question, I really, I can't get
 12 beyond the official --
 13 MEMBER SIMPSON: Okay. I didn't know who to
 14 address that to.
 15 MR. COLLINS: Yeah, no, no, no. It's a good
 16 question.
 17 MEMBER SIMPSON: Yeah.
 18 MEMBER MCLEOD: I think people have really nailed
 19 it. It's people don't do it because they either feel like
 20 the process is biased against them or as Representative
 21 De Los Santos said, no one wants to get up there and say the
 22 wrong thing being taped.
 23 I -- I would say the way that you deal with this or
 24 the way we should think about dealing with it is just
 25 getting more people to watch. I mean, when you're -- when

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1 you're running, you're trying to break through to an
 2 audience, you have very limited funds, you're trying to get
 3 in front of people. So if you get more people watching then
 4 it becomes harder to skip, but if you do skip there's a
 5 bigger price to pay.
 6 So the real thing I think we're going to have to
 7 wrestle with in the course of this working group over the
 8 next few weeks is: How do we get more people to watch? And
 9 that's why I was asking earlier about the advertising
 10 budget, and I don't think is this an easy challenge at all.
 11 But I know that one thing that came out of some of
 12 the polling that was done in Georgia before the special
 13 elections for Senate, the runoff election for Senate, was
 14 that low-information voters, the kind of people who don't
 15 often vote, they don't even necessarily know what the job
 16 is. So if you could like kind of advertise it to like:
 17 "Hear from the people who decide how much money your kids
 18 school gets; hear from the people who are going to decide
 19 how -- how Arizona is going to deal with its water crisis;
 20 hear from the people who are going to decide X."
 21 Letting the voters actually know what the job is is
 22 very basic information, but it actually really made an
 23 impression and helped drive voter turnout among
 24 low-information voters in Georgia in the runoff earlier this
 25 year.

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1 going to reach in this particular debate at this particular
 2 time folks who I can convert to, you know, my -- to
 3 supporting my candidacy when it's time to vote?
 4 And it -- it's -- the candidates that I work with,
 5 to be blunt, they don't regard the Clean Elections debate as
 6 anything special, it's just another opportunity; and if it's
 7 the best use of our time on that day we'll be there, if it's
 8 not, we'll be where we think we've got a better opportunity
 9 to reach our voters.
 10 MR. KARP: I -- I'd like to follow up on that if I
 11 can.
 12 MR. XOLA: Yeah, sure Bob.
 13 MR. KARP: I want to focus on candidates that are
 14 willing to be at the debate, and one of the problems that I
 15 had is you go to the debate and the topics suddenly are not
 16 even relevant to the campaign that you're running, that
 17 people have -- have been talking about in your district, and
 18 the -- the moderator goes off or they take audience
 19 questions that are just totally irrelevant to this -- to the
 20 level of if you're running for the state legislature you'll
 21 get something about federal abortion law or something, and
 22 there we are, we're now doing one minute each on that.
 23 And if the -- we're talking about making it good
 24 for the candidates, and the candidates that show up should
 25 be respected enough to have a good experience and I think

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1 MR. XOLA: Thank you.
 2 MEMBER SIMPSON: That's a good point, there's never
 3 enough advertising.
 4 I had a second point, I'm sorry, Avery, to
 5 interrupt.
 6 MR. XOLA: No, go ahead.
 7 MEMBER SIMPSON: Is does it make sense to
 8 Representative De Los Santos to his point earlier, would it
 9 be helpful to have a predebate meeting with the moderators
 10 where they're -- I don't know that you're going to ever get
 11 us to agree to give you the questions, but perhaps to give
 12 the topics and to talk through the format and to get people
 13 more comfortable with the moderator that's going to be
 14 asking the questions?
 15 MR. XOLA: Thank you, Lisa. Thank you.
 16 Member Miller, please, if you have any comments.
 17 MEMBER MILLER: Sure. The -- the candidates that
 18 I've worked with through the past several years, the Clean
 19 Elections debate is one of, you know, an array, many, many
 20 opportunities that the candidate has to get in front of a
 21 group. And the Clean Elections debate, on the assumption
 22 I'm not a Clean Elections candidate, the question is simply
 23 is: Is this the best use of my time on this day?
 24 And the best use of my time is focused on doing
 25 what I need to do to win. Are the -- are the people I'm

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1 one of the big problems is they're not having a good
 2 experience.
 3 MR. XOLA: All right, thank you. Thank you.
 4 I think we have time for, like, one more question.
 5 Let's -- so what does a candidate need to prepare for in a
 6 debate? They decide to come to participate for Clean
 7 Elections debate, what do they need to be successful?
 8 You can -- you can take this Bob since I have you
 9 already on right now.
 10 MR. KARP: Okay. Take a lot of downers -- no.
 11 Learn to speak to the issue and to be succinct and
 12 to not tell personal stories.
 13 Pay attention to what has been going on in the
 14 press about issues and pay attention to the compass
 15 questionnaire, which I think we need to talk about
 16 integrating the compass questionnaire into debates more
 17 effectively. That's what I used.
 18 (Member De Los Santos leaves at 11:47 a.m.)
 19 MEMBER BOYER: I would say if you are running for
 20 the legislature the three biggest budget items are
 21 healthcare, public safety, and education; just be intimately
 22 familiar with all three.
 23 MEMBER MCLEOD: I would say that the idea, I think
 24 it was from Lisa earlier, of not getting the questions but
 25 maybe giving the topics will -- is super helpful; and then I

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1 would just say no lightning rounds.
 2 No -- don't make it a game show: You have one
 3 answer, you have one second to answer, we're going to ask
 4 you ten hard questions. That -- that doesn't make
 5 candidates want to participate.
 6 MR. XOLA: Thank you. Thank you.
 7 My dog is in the background going crazy, but let's
 8 do one more question.
 9 What will come as a surprise during the debate for
 10 a candidate which is usually a bad thing, but what is --
 11 what would come as a surprise for a candidate do you think
 12 and in a having a debate with Clean Elections?
 13 MEMBER MCLEOD: If the rules weren't followed.
 14 MEMBER SIMPSON: The dreaded lightning round.
 15 MR. XOLA: You said the lightning round?
 16 MEMBER SIMPSON: The lightning round, yeah. I
 17 think -- I think unexpected questions or controversial
 18 questions, right?
 19 MR. XOLA: Controversial questions.
 20 Anyone else that have an experience with any -- any
 21 surprises during a debate or...
 22 MEMBER ROBSON: A rowdy audience.
 23 MR. XOLA: Rowdy audience.
 24 MEMBER MCLEOD: I once saw a candidate in a Clean
 25 Elections debate say: "Don't vote for me, don't vote,

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1 MR. XOLA: Good point. Good point.
 2 Member Simpson, if you would like to address that.
 3 Thank you.
 4 MEMBER SIMPSON: Right on the -- on the moderator,
 5 but I think it's important to make sure that we're getting
 6 moderators in districts that are familiar with that
 7 district's problem so they can -- they can do almost live
 8 fact checking and knowing -- knowing what's going on.
 9 You know it's hard to have a guy from Sierra Vista
 10 moderating a debate in --for Flagstaff because they're not
 11 going to be familiar with -- with some of the issues.
 12 MR. XOLA: All right. Thank you, Mr. Boyer.
 13 (Member Boyer leaves at 11:51 a.m.)
 14 MR. XOLA: We have like a few more seconds. Any
 15 other last comments just in general about the debate process
 16 or...
 17 MEMBER MCLEOD: I think it came out in the last
 18 discussion as well that, you know, there's a lot of respect
 19 for journalist moderators who are very familiar with the
 20 facts and can -- and can, you know, ask the right follow-up
 21 question, ask -- phrase the question in a way that, you
 22 know, the person can't give their standard talking points.
 23 So maybe if there were a way to like pair up that journalist
 24 moderator with, like, a fact checker who could like live be
 25 maybe providing some information and some background who can

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1 voting is immoral."
 2 MR. XOLA: That's a surprise, yeah.
 3 All right. We got like two -- okay. What would a
 4 candidate expect from a moderator? So if you had your
 5 perfect moderator, what would that moderator look like and
 6 act like?
 7 Any -- oh, Member Fowler. You beeped in.
 8 MEMBER FOWLER: Okay. Avery, I think really during
 9 these debates I think we really look at for the last couple
 10 years people have a tendency to come on these debates and
 11 say things that are not true, and I think what would be
 12 really helpful that if we have those moderator check those
 13 people. But I think right now people are just not
 14 necessarily being really straight and truthful about a lot
 15 of things, and -- and that sometimes I see people are not
 16 necessarily challenged on that. So that -- that -- I think
 17 that's important.
 18 I just feel that integrity, when you allow people
 19 to get on these debates and say things and -- and you do not
 20 check them, it really questions the integrity of the debate
 21 and the whole process itself.
 22 So that's just kind of my two cents.
 23 MEMBER BOYER: I'd say when you don't know the
 24 political affiliation of the moderator after the debate is
 25 wonderful.

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1 do some research why the moderator is moderating, and just
 2 kind of help elevate the factual integrity, to use
 3 Mr. Fowler's word, of the whole enterprise. That -- that
 4 could be useful.
 5 MR. XOLA: I kind of like it.
 6
 7 * * *
 8
 9 (GENERAL SESSION - 11:52 A.M.)
 10 CHAIRMAN KIMBLE: Okay. Are we all back together
 11 now?
 12 Okay. Can we hear from the spokesperson for
 13 Group A?
 14 And for purposes of making this clear, Tom, is that
 15 you again?
 16 MR. COLLINS: Yeah, except we -- I -- I hoisted
 17 this on Tara.
 18 CHAIRMAN KIMBLE: Oh. Okay.
 19 MEMBER JACKSON: Thanks for that, Tom.
 20 MR. COLLINS: Well, I mean, if you would like me to
 21 do it, I took notes.
 22 MEMBER JACKSON: No, that's okay. I got it.
 23 Candidates often decline to participate in debates
 24 citing the perceived bias of the moderator. They also say
 25 there's little to gain and much to lose by attending a Clean

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1 Elections debate, especially if they say the wrong thing and
 2 it's taped.
 3 Candidates need to feel that they will get a fair
 4 shake with an impartial and fair moderator and that the
 5 debate will make a difference to their race.
 6 We can address these issues by taking steps to get
 7 moderators who are from the geographical area and who are
 8 perceived as fair and impartial. We might also consider
 9 pairing the moderator with a journalist who can fact check
 10 during the debate.
 11 We should create more incentive -- more incentives
 12 for candidates to attend, which could include marketing and
 13 communication so there's a broader audience for the debates.
 14 Because candidates are often afraid that they'll
 15 say the wrong thing and then therefore choose not to attend,
 16 we should also consider providing questions or at least
 17 areas of questions in advance, and limiting the questions to
 18 those that are relevant to the office being sought, for
 19 example, not including federal questions that don't apply.
 20 I had one more note to make -- oh. Last one. Here
 21 it is.
 22 It is also important for candidates to realize that
 23 the purpose of the debate is also for them to learn.
 24 Tom, I don't know if you have anything else you
 25 wanted to add from your notes.

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1 whole debate or here's, you know, the eight different topics
 2 broken out in a way that's more bite size and -- and
 3 palatable for today's social media.
 4 Clean Elections -- there inviting candidates would
 5 be helped by letting view- -- letting candidates know how
 6 many previous viewers were watching older debates so
 7 candidates can have a sense of the value ahead of time.
 8 Letting candidates know the topics in advance or at
 9 least a certain number of topics in advance helps candidates
 10 know that the topics they want to talk about will be
 11 discussed, which is another reason to participate.
 12 We had some additional ideas. One would be to
 13 separate the Republican and Democratic primary debates,
 14 again, because viewers are generally looking at two entirely
 15 different races and it -- it helps them know that, you know,
 16 we can customize the topics to -- to the race, to the
 17 candidates, to the audience and produce a better product.
 18 Reliable moderators. I guess you guys spent a lot
 19 of time on moderators, we also talked about the fact they
 20 need to be reliable as a way of encouraging participation,
 21 and one idea was to invite the political parties themselves
 22 to select the debate moderators for the primary debates
 23 because they'd be less likely to be biased or perceived as
 24 biased or to be attacked as biased. They also have a better
 25 sense for what issues are important to the viewers and the

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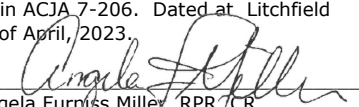

1 MR. COLLINS: Let's see.
 2 MEMBER QUERARD: Expecting that up to my
 3 presentation.
 4 MR. COLLINS: No, I think -- I think that's about
 5 it. I think that the -- I think that the -- we're just --
 6 where candidates are making choices about where they want to
 7 spend their time and then, you know, making and then trying
 8 to get some -- some check on it is important.
 9 I don't think I have anything else to add.
 10 CHAIRMAN KIMBLE: Okay. Thank you.
 11 And Constantin, you were the spokesperson for the
 12 other group.
 13 MEMBER QUERARD: Yes. I was -- I was our group's
 14 Tara. She set the example the first time through.
 15 So the goal was how to make this more rewarding for
 16 candidates. The goal should be to increase the number of
 17 viewers because that makes it more valuable, a debate with
 18 20 people watching it isn't worth going to, a debate with
 19 2,000 people obviously is.
 20 So the questions were, could Clean Elections
 21 package promotional materials to the candidates in advance
 22 so that the candidates themselves could promote the debates
 23 to their audience; and could Clean Elections package the
 24 finished product in a way that candidate could share it,
 25 which comes back to the earlier things of, Hey, here's the

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1 candidates in that party because it's -- it's their party.
 2 That was it for -- that was it for Group B.
 3 CHAIRMAN KIMBLE: Okay. Thank you very much.
 4 Some interesting suggestions from both groups, some
 5 overlap but also a lot of differing viewpoints.
 6 Before we move on to public comment, Rodd McLeod
 7 submitted a question on the chat box which through gross
 8 incompetence on my part, I neglected to ask. He wanted to
 9 ask Gina the total advertising budget.
 10 Do I have that right, Rodd, for -- for Clean
 11 Elections?
 12 (No response.)
 13 CHAIRPERSON KIMBLE: Gina?
 14 MS. ROBERTS: Mr. Chairman, group members, so when
 15 we are in a -- in an election year, we have for the past few
 16 cycles had a budget of \$1.5 million specifically for the
 17 voter education debates, but also our voter education guide.
 18 That budges includes agency costs, so it's-- I would say
 19 maybe and both for the primary and the general, so it's not
 20 a full 1.5 million of media buys, I would say it's closer to
 21 maybe \$1.1 million in media buys.
 22 So that's historically what our budget specifically
 23 for promoting -- and, again, that's both debates and our
 24 voter guide in an election year.
 25 MEMBER MCLEOD: And you said something like 95

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1 debates, did I get that right?
 2 MS. ROBERTS: Mr. Chairman, yes. Rodd, that is --
 3 that is correct. With both the primary and the general, 30
 4 legislative districts, and then considering some of the
 5 discussion about possibly splitting them apart and all the
 6 statewides too, and then if we have federal, and if the
 7 group considers local as well. So that -- so that's the
 8 budget that we have historically operated under.
 9 MEMBER MCLEOD: Thank you.
 10 CHAIRMAN KIMBLE: Thank you.
 11 And thank you all for your time. Before we go --
 12 we go to public comment, are there any members of the public
 13 that wish to make a comment, you may use the Zoom feature to
 14 raise your hand or come off mute.
 15 Any members of the public?
 16 (No response.)
 17 CHAIRPERSON KIMBLE: I don't see any.
 18 Cathy, are you seeing any that I'm not?
 19 MS. HERRING: I do not see any either.
 20 CHAIRMAN KIMBLE: Okay. Thank you.
 21 So with that, we'll adjourn. I very much
 22 appreciate your time; I know you're all very busy people.
 23 And I look forward to seeing all of you at our next meeting.
 24 Thank you very much.
 25 (Meeting concludes at 12:00 p.m.)
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 2
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 7 BE IT KNOWN that the foregoing proceedings were
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 thereof.
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 13 requirements set forth in ACJA 7-206. Dated at Litchfield
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