

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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<p style="text-align: right;">2</p> <p>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</p> <p style="text-align: right;">4</p> <p>Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">3</p> <p>1 P R O C E E D I N G  2  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.</p> <p style="text-align: right;">5</p> <p>Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p>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</p> <p style="text-align: right;">4</p> <p>Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p>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</p> <p style="text-align: right;">5</p> <p>Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">6</p> <p>1 in there, and that will be updated soon.</p> <p>2 We do have a court reporter who is joining all of</p> <p>3 the meetings to capture the minutes for us. So that's very</p> <p>4 helpful, just as a reminder, you know, when speaking</p> <p>5 especially, due to this large size of group here, we ask</p> <p>6 that, you know, we don't speak over one another and that</p> <p>7 you, you know, speak clearly for the court reporter. This</p> <p>8 is also especially important when we get into our breakout</p> <p>9 groups.</p> <p>10 And if you have any questions at all throughout</p> <p>11 this entire workgroup period, I will be your staff contact</p> <p>12 at Clean Elections. Feel free to e-mail me, you all should</p> <p>13 have my e-mail in your inboxes, and I'm happy to help you</p> <p>14 and support you throughout this process in any way. Again,</p> <p>15 we are very grateful for you, so we will do what we can to</p> <p>16 support you during your time as a group member.</p> <p>17 And as far as technical support goes, we do have</p> <p>18 Cathy Herring who you can see is -- is on the meeting, she</p> <p>19 is operating the meeting for us, the logistics, the</p> <p>20 technical side of things. So if you need any technical</p> <p>21 support at all, that's Cathy's e-mail and you can also text</p> <p>22 or call her at -- at that cell phone number.</p> <p>23 So that pretty much covers the housekeeping.</p> <p>24 Again, we understand with everybody's schedule, there may be</p> <p>25 times where maybe you have to leave a meeting early or might</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">7</p> <p>1 be joining late or you can't join every meeting, that's</p> <p>2 okay. I would say for the purposes of, you, know just for</p> <p>3 our court reporter, if you have to duck out early, maybe</p> <p>4 just drop a note in the chat so she can make note of that.</p> <p>5 And that's -- that's all we have in terms of</p> <p>6 housekeeping.</p> <p>7 So thank you, Chairman Kimble, that's all we have</p> <p>8 for housekeeping.</p> <p>9 CHAIRMAN KIMBLE: Thank you, Gina.</p> <p>10 Next I would like to ask Gina to give us a</p> <p>11 presentation on current debate rules and procedures so we</p> <p>12 know where we're starting. In -- in looking at debates</p> <p>13 and -- and what kind of changes we may wish to consider.</p> <p>14 Gina.</p> <p>15 MS. ROBERTS: Thank you, Chairman Kimble. Yes, to</p> <p>16 get everybody started, we wanted to do a very brief</p> <p>17 presentation on how the Commission currently conducts our</p> <p>18 debates, both statewide and legislative.</p> <p>19 In your e-mails I had sent over along with the</p> <p>20 agenda excerpts from the Clean Elections Act and Rules</p> <p>21 Manual where you would be able to see our statutory</p> <p>22 authority for hosting debates, as well as the rules that we</p> <p>23 have adopted.</p> <p>24 So I will -- that's -- that's really our</p> <p>25 foundation, and so I'm going to share my screen again and go</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">8</p> <p>1 through some slides.</p> <p>2 And so during this process, during this</p> <p>3 presentation, if you have any questions at all, it's a great</p> <p>4 time to interrupt. So, you know, don't feel the need to</p> <p>5 wait until the end; if you want to, that's fine. But as we</p> <p>6 go through each side, if you have any questions at all, just</p> <p>7 again, address the Chairman to be recognized or use your</p> <p>8 raise-hand feature.</p> <p>9 So -- and, you know what, I'm so sorry, I wanted to</p> <p>10 clarify. Chairman Kimble, are we on the agenda item that's</p> <p>11 going over the goals or are we going over -- on the agenda</p> <p>12 item that's going over the debate process?</p> <p>13 CHAIRMAN KIMBLE: Well, I guess -- I guess I</p> <p>14 skipped over goals, but I think we need to do that; and then</p> <p>15 we'll get into the current debate rules and procedures.</p> <p>16 MS. ROBERTS: Okay. Okay, thank you. So just for</p> <p>17 clarification then for -- for the group and for the minutes,</p> <p>18 we are on Agenda Item Number II, that's where we will be</p> <p>19 discussing the workgroup, our goals, and our timeline and</p> <p>20 schedule for the meeting. So we will jump into the debate</p> <p>21 process next, so thank you for that.</p> <p>22 As when we first reached out to you all, we</p> <p>23 explained our thought process in assembling this workgroup</p> <p>24 together, you know, we are very much of the mindset that</p> <p>25 just because things have always been done this way doesn't</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">9</p> <p>1 mean that things need to continue being done that way. We</p> <p>2 felt it was a good opportunity to pause and take a look at</p> <p>3 how we are conducting these debates and see if there's ways</p> <p>4 for improvement. And the Commission operates in a very</p> <p>5 transparent manner, and so we felt that what better way to</p> <p>6 do this than gather the stakeholders and those who really</p> <p>7 have expertise in the area of elections or -- or policy or,</p> <p>8 you know, maybe it's public affairs and marketing, and --</p> <p>9 and of course represent voter advocacy groups to get</p> <p>10 together and review these process -- these processes.</p> <p>11 So we've been doing this -- well, as you know, the</p> <p>12 Commission was created in 1998; I think our first statewide</p> <p>13 debate was in 2002. So we've been doing this for quite a</p> <p>14 while now and now is a great opportunity to, like I said,</p> <p>15 pause and see where we stand with our current process.</p> <p>16 So our goal for the group is essentially to take a</p> <p>17 look at what we're currently doing, what is required by</p> <p>18 statute, what our rules currently say and see if we can find</p> <p>19 areas for updates or improvements that really, you know,</p> <p>20 further the intent of Clean Elections Act and honor the</p> <p>21 spirit of promoting that participation in the political</p> <p>22 process.</p> <p>23 We are very much interested in, you know, do we</p> <p>24 expand our debates to other offices. Currently we do</p> <p>25 statewide and legislative and some federal debates, does</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">10</p> <p>1 this mean we extend them to counties; should, you know, we</p> <p>2 host a debate for, you know, county sheriff or county</p> <p>3 recorder; should we be hosting debates for city council</p> <p>4 races? We just had a Phoenix Council district race in</p> <p>5 District 6 and 8, and those were very important elections.</p> <p>6 And so our local elections are just as important as our --</p> <p>7 our statewide ones; so does it better serve Arizona and our</p> <p>8 voters to host those debates at the local level?</p> <p>9 Should we take a look at the eligibility criteria</p> <p>10 for candidates who can participate? And I'll explain what</p> <p>11 that criteria currently is in our -- in our next agenda</p> <p>12 item.</p> <p>13 But we can take a look, too, at how the Commission</p> <p>14 is conducting its voter outreach. It's one thing to host a</p> <p>15 debate, but unless we can tell the public and the voters and</p> <p>16 the candidates that this is occurring and get that candidate</p> <p>17 participation and get that voter participation, that's</p> <p>18 really where the value is. And so how do we improve our</p> <p>19 efforts to connect with voters and let them know about these</p> <p>20 debates?</p> <p>21 You know, we can look at, you know, how do we</p> <p>22 format and structure the debates so that we have that</p> <p>23 substantive discussion where we can really pull out the</p> <p>24 policy platforms for the candidates? How do we do that</p> <p>25 fairly so that, you know, each candidate feels like they got</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">11</p> <p>1 a fair shake in the process; and, you know, identify</p> <p>2 throughout that entire process are there any rules that the</p> <p>3 Commission needs to undertake during -- with our rule-making</p> <p>4 process to -- to be able to incorporate those</p> <p>5 recommendations.</p> <p>6 So ultimately at -- at the end of our meeting,</p> <p>7 which as I mentioned will be in our e-mail communication, we</p> <p>8 to hope to have our meetings through May. Ideally what we'd</p> <p>9 like to produce is a final report with recommendations that</p> <p>10 we can bring to the entire Commission for them to review and</p> <p>11 potentially adopt, and also identify do we need to do a rule</p> <p>12 change for this to, again, improve the debate process?</p> <p>13 So how are we going to produce that report? As I</p> <p>14 mentioned, we have a court reporter here who will be taking</p> <p>15 minutes, and so at the end of each meeting, after each</p> <p>16 meeting, staff will go back and we will take the key</p> <p>17 takeaways that the group has identified for those particular</p> <p>18 agenda items, and at the next meeting, we will present those</p> <p>19 to the group to confirm, okay, did staff captured everything</p> <p>20 correctly, is this something that the group would like to</p> <p>21 include in the final report for recommendations?</p> <p>22 So essentially we will have our agenda and our</p> <p>23 topics that we have spaced out, and then at the conclusion</p> <p>24 of those meetings, staff will do a summary, and then we will</p> <p>25 present that to the group at the next meeting for the group</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">12</p> <p>1 to confirm or edit and verify that we do want this included</p> <p>2 in the final report. And then at our final meeting, the</p> <p>3 group will make a final vote and confirm that, yes, this is</p> <p>4 our final report that we'd like to present to the</p> <p>5 Commission.</p> <p>6 So that's how we intend it to operate. And, again,</p> <p>7 as I mentioned earlier, with the scheduling, we understand,</p> <p>8 maybe not everybody can join every meeting; that's perfectly</p> <p>9 okay. Since these meeting are being recorded, I will send</p> <p>10 the link to every group member along with the -- or every</p> <p>11 group member along with the minutes. That way you're</p> <p>12 welcome to see what happened and you can still be up to</p> <p>13 date.</p> <p>14 So with that, are there any questions on our</p> <p>15 process or our -- our goals?</p> <p>16 And Chairman Kimble, if there's none, then we're --</p> <p>17 we're --</p> <p>18 CHAIRMAN KIMBLE: Yeah, let's move on to Item IV on</p> <p>19 the agenda.</p> <p>20 MS. ROBERTS: All right. Thank you, Mr. Chairman,</p> <p>21 group members.</p> <p>22 So now we're going to jump into our current debate</p> <p>23 process. Before we get into that, I thought I'd share some</p> <p>24 information with you all about what our current electorate</p> <p>25 looks like. As you know, we have 15 counties, and we're</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">13</p> <p>1 very grateful that we have folks here from both urban and</p> <p>2 rural areas of our state, and from information that I have</p> <p>3 from our voter registration statistics, at least from the</p> <p>4 January numbers I pulled, this gives you a look at the</p> <p>5 amount of registered voters that we have, we are just a</p> <p>6 little bit over 4 million. This slide does not have the new</p> <p>7 party that has been recently recognized addressed in here.</p> <p>8 So at the state level we currently have the Democratic</p> <p>9 Party, the Republican Party, the Libertarian Party and the</p> <p>10 No Labels Party.</p> <p>11 So that will be relevant when we talk about, in a</p> <p>12 few slides later, about how we conduct our primary debates.</p> <p>13 And then of course we see here, we have a large</p> <p>14 chunk of ads. Arizona's electorate is not affiliated with</p> <p>15 any recognized party, so those would be our Independent</p> <p>16 voters. Which is very important because Independent voters</p> <p>17 can vote in the primary election; so they would also be an</p> <p>18 audience member of our primary election debates.</p> <p>19 How does our turnout look in 2022? The general</p> <p>20 election had a turnout rate of 62 and a half percent, which</p> <p>21 is pretty good in terms of midterm elections. You know on</p> <p>22 par a little bit. You can see in 2018, we had about</p> <p>23 64 percent, and then 2014 that's where we saw -- we see a</p> <p>24 drop off down into the 40s.</p> <p>25 So I'd say, you know, we'd definitely want to see</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">14</p> <p>1 those numbers continue to grow. This is standard to</p> <p>2 midterms where, you know, they're always going to be a lower</p> <p>3 turnout than our presidential election debates. On the</p> <p>4 primary we had almost 35 percent turnouts, which again is</p> <p>5 good; we want to continue to see those numbers rise.</p> <p>6 Historically, primary elections have a lower turnout rate</p> <p>7 than our general elections.</p> <p>8 I'm sure we all have opinions on why that is.</p> <p>9 As we just talked about, we have a large number of</p> <p>10 Independent voters in this state who maybe are not aware</p> <p>11 that they can vote in the primary or, again, whatever the</p> <p>12 reasons are that contribute to that; but, again, just to</p> <p>13 give you some background on where our electorate currently</p> <p>14 stands in numbers before we jump into the debate process.</p> <p>15 So in the Citizens Clean Elections Act when the</p> <p>16 voters wrote the Act, this is our preamble:</p> <p>17 "The people of Arizona declare our intent to create</p> <p>18 a clean elections system that will improve the integrity of</p> <p>19 Arizona state government by diminishing the influence of</p> <p>20 special-interest money, will encourage citizen participation</p> <p>21 in the political process, and will promote freedom of speech</p> <p>22 under the U.S. and Arizona Constitutions. Campaigns will be</p> <p>23 more issue-orientated and less negative because there will</p> <p>24 be no need to challenge the sources of campaign money.</p> <p>25 So the areas I highlighted in red I think are very</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">15</p> <p>1 critical to our voter education and outreach plans including</p> <p>2 our debate process. So ultimately, you know, our debate</p> <p>3 process is a mechanism to connect candidates and voters on</p> <p>4 the issues and to encourage that participation in that</p> <p>5 upcoming election.</p> <p>6 As I shared with you all, we have the authority in</p> <p>7 state statute to conduct debates. It's A.R.S. 16-956 where</p> <p>8 we sponsor debates among candidates in such manner as</p> <p>9 determined by the Commission.</p> <p>10 I think that's very important. We will go back to</p> <p>11 that. Therein is where we get our rule process and also</p> <p>12 where we get into our format.</p> <p>13 So we are required to host the debates. If we have</p> <p>14 a candidate who is -- who has opted in to the participating</p> <p>15 Clean Elections funding program, if they're a participating</p> <p>16 Clean candidate, they are required to participate in their</p> <p>17 debate. There is a mechanism where if they have a conflict,</p> <p>18 they can ask the Commission to -- to waive that requirement;</p> <p>19 or if they fail to -- to participate, they will incur a fee.</p> <p>20 But our -- our participating Clean Elections candidates are</p> <p>21 required; and our traditional candidates, we absolutely</p> <p>22 invite them and encourage them to attend, and traditional</p> <p>23 candidates can certainly participate, too.</p> <p>24 So what does this look like for us in the 2022</p> <p>25 election cycle?</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">16</p> <p>1 In our statewide primary we had -- let's see -- all</p> <p>2 of our -- as you know, on the ballot, we had all of our</p> <p>3 statewide on the ballots, so we had all of our statewide</p> <p>4 debates for the gubernatorial office, we did have a Q&amp;A in</p> <p>5 the primary and then for -- for the Democratic race; and</p> <p>6 then we had 35 candidates total that participated in the</p> <p>7 statewide debates.</p> <p>8 And then in the general for the statewide, there</p> <p>9 were 15 candidates total that were eligible to participate.</p> <p>10 All participated except in our gubernatorial where one</p> <p>11 declined.</p> <p>12 And then our legislative primary, we had 207</p> <p>13 candidates total that were eligible, 45 of those candidates</p> <p>14 declined to debate, and then we had several that were</p> <p>15 canceled perhaps because there just wasn't a contested</p> <p>16 election. We will talk about how a debate will be canceled</p> <p>17 shortly.</p> <p>18 And then in our general election, we had 137</p> <p>19 candidates that were eligible to participate, 30 declined,</p> <p>20 and we did have 10 canceled debates.</p> <p>21 So what these numbers mean is over the years, we</p> <p>22 are seeing greater participation. So over the years that</p> <p>23 Clean Elections has held these debates, we are continuing to</p> <p>24 see the numbers rise of the candidates that are willing to</p> <p>25 participate in a debate, and we think that's great. We want</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">17</p> <p>1 to continue to see that number rise because the more</p> <p>2 candidates that participate, the more information there is</p> <p>3 out there for voters, which is ultimately, again, our goal</p> <p>4 of promoting that participation in the political process.</p> <p>5 We have a quick video to share with you that recaps</p> <p>6 on -- on -- that recaps our debate process, so I will go</p> <p>7 ahead and play that for you now.</p> <p>8 (Video played.)</p> <p>9 MS. ROBERTS: So sorry. I accidentally clicked a</p> <p>10 button and I interrupted your video, so I'm sorry. I was --</p> <p>11 let me see if I can redo that.</p> <p>12 Apologies.</p> <p>13 (Video continues play.)</p> <p>14 MS. ROBERTS: Okay. So the reason why we wanted to</p> <p>15 share that video is because we feel like that it gives a</p> <p>16 really good behind the scene view of what the production</p> <p>17 looks like of a debate and the stakeholders that are</p> <p>18 involved in it.</p> <p>19 So you can see there there was a lot of media that</p> <p>20 were in attendance. There -- you know, you can see the</p> <p>21 candidates that were involved, you can see, you know, press</p> <p>22 gavels that occurred, you can see the equipment that was</p> <p>23 involved from the production rooms to the cameras.</p> <p>24 So there's -- there's a lot that goes into that</p> <p>25 process. You would see there we had some American Sign</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">18</p> <p>1 Language information there.</p> <p>2 So there's just -- there's a lot that goes into it,</p> <p>3 and I wanted to give you that visual before we go into it</p> <p>4 because it's one thing to read the Clean Elections Act and</p> <p>5 look at numbers and the words, but it's another to actually</p> <p>6 see a little bit behind the scenes.</p> <p>7 So let's jump into our debate process and candidate</p> <p>8 eligibility.</p> <p>9 In order to be invited to a Clean Elections debate,</p> <p>10 the candidate must have their name printed on that</p> <p>11 election's ballot. So what that means is in a primary</p> <p>12 election, we only invite the candidates whose name is</p> <p>13 printed on the primary election ballot, which means that</p> <p>14 Independents would not be invited, also write-ins.</p> <p>15 Write-ins are not invited because their names are not</p> <p>16 printed on the ballot.</p> <p>17 An Independent is not invited in a primary debate</p> <p>18 because the Independent's election is actually the general</p> <p>19 election.</p> <p>20 We get a lot of requests from those candidates</p> <p>21 sometimes to -- to participate, but since that's not their</p> <p>22 election and since their name is not on the ballot, that</p> <p>23 could create confusion for the voters to participate in the</p> <p>24 actual debate.</p> <p>25 That's the first step. The next step is the voter</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">19</p> <p>1 must -- or the candidate must be in a contested election.</p> <p>2 So if we have a candidate, let's see State Senate</p> <p>3 District 1 Republican, if he has no other opponents, he</p> <p>4 doesn't have a debate. So he's going to win his primary,</p> <p>5 he's going to go on to the general election so we do not</p> <p>6 host a debate in that instance.</p> <p>7 As I mentioned before, if it's a candidate that is</p> <p>8 running with the Clean funding program, they are required to</p> <p>9 debate, and we absolutely encourage and invite traditional</p> <p>10 candidates as well; and in the event that a participating</p> <p>11 Clean Elections candidate does -- does not -- let's say they</p> <p>12 get excused for -- for whatever reason, a traditional</p> <p>13 candidate can still ask the -- the Commission to host a</p> <p>14 debate. Or if there's a district where there is no Clean</p> <p>15 Elections candidate, we will still host a debate for those</p> <p>16 traditional-only candidates.</p> <p>17 So what does the format of these debates look like?</p> <p>18 So timing, we'll hear in our next agenda item from our State</p> <p>19 Election Director Colleen Connor who will explain what the</p> <p>20 candidate filing process looks like; and that's very</p> <p>21 important because our debates center around that timeline.</p> <p>22 So once we know that a ballot is confirmed, we know</p> <p>23 who is qualified for the ballot, we will start our</p> <p>24 scheduling on it and send out those invites; and we try to</p> <p>25 wrap up the debates by the start of early voting. So as</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">20</p> <p>1 soon as the voter gets their ballot in hand, we want them to</p> <p>2 have access to that debate.</p> <p>3 The length. Our rules state that if there is only</p> <p>4 one candidate participating in the debate event, the format</p> <p>5 is only a 30-minute Q&amp;A. That's very important; that got</p> <p>6 brought up in the 2022 gubernatorial election. We have had</p> <p>7 that rule for quite some time; we experience that with some</p> <p>8 of the legislative debates often. So if it's a single</p> <p>9 candidate, they get 30 minutes.</p> <p>10 If there's multiple candidates at the legislative</p> <p>11 level, we host them for at least one hour. We are always</p> <p>12 willing to go longer, but that will be at the moderator's</p> <p>13 discretion. So if moderator feels like, Hey, this is a</p> <p>14 great discussion; the candidates are energetic still and the</p> <p>15 voter questions are still coming. We've got the voter/the</p> <p>16 audience attention, let's keep going, and then they can --</p> <p>17 you know, the moderator again can have that discretion and</p> <p>18 decide when to cut it.</p> <p>19 At the statewide level, this really depends on --</p> <p>20 on our partners from a production standpoint. So we do</p> <p>21 broadcast our statewide debates. That's what we've done</p> <p>22 currently, and for our legislative ones, we stream those to</p> <p>23 our YouTube channel. For our broadcast debates, that's</p> <p>24 going to depend on the programming and our partner. So they</p> <p>25 could be anywhere from 30 minutes to -- to 60 minutes or,</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">21</p> <p>1 you know, whatever, you know, the 57 and a half, you know.</p> <p>2 I'm not a TV person.</p> <p>3 And going back to legislative, it's very important</p> <p>4 to note that we do -- currently do not break our debates out</p> <p>5 by Chamber. So we host, let's say, it's again Legislative</p> <p>6 District 1, in that one 60-minute debate, you're going to</p> <p>7 see both -- both House candidates and Senate candidates.</p> <p>8 Now the reason why we do that currently is because how do we</p> <p>9 ask the voter and explain it to the voter, you know, maybe</p> <p>10 we give an hour here and then immediately after 30 minutes</p> <p>11 and you look at the timeline, these are typically done</p> <p>12 during the workweek in the evening time, so it's often done</p> <p>13 together; but also it's cost effective in terms of that, and</p> <p>14 being able to get the same production going.</p> <p>15 But, again, that's just our current process. Who's</p> <p>16 to say that just because we've always done it that way, that</p> <p>17 we need to continue doing so?</p> <p>18 But those are just some of the reasons why we've</p> <p>19 done it.</p> <p>20 And I'll take --</p> <p>21 CHAIRMAN KIMBLE: Gina, if I could just interrupt</p> <p>22 you for just a second, Bob Robson has a -- has a question.</p> <p>23 MEMBER ROBSON: Thank you, Mr. Chairman, Gina. You</p> <p>24 were actually just hitting on some of this that I was going</p> <p>25 to bring it up.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">22</p> <p>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.</p> <p>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.</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">23</p> <p>1 the House, that's fine.</p> <p>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.</p> <p>6 And I'll just leave it at that. Thank you.</p> <p>7 CHAIRMAN KIMBLE: Thank you, Bob.</p> <p>8 Gina, do you want to address that now or do you  9 want to wait until later?</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>24 And I think you mentioned Member Robson, about, you  25 know, how that would look. It's, you know, maybe starting</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">24</p> <p>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.</p> <p>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.</p> <p>10 So, yep, absolutely, great point. Definitely  11 something that this group has -- has the authority to -- to  12 review and make recommendation on.</p> <p>13 CHAIRMAN KIMBLE: Okay.</p> <p>14 MS. ROBERTS: So where do the questions -- oh.  15 Mr. Chairman?</p> <p>16 CHAIRMAN KIMBLE: No, go ahead, Gina. I'm sorry.</p> <p>17 MS. ROBERTS: All right. Where do the questions  18 come from for the debate?</p> <p>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.</p> <p>25 The Commission does prepare a draft set of</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">25</p> <p>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.</p> <p>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."</p> <p>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.</p> <p>25 So we've been very grateful the past few years</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">26</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>24 As far as logistics go, we start preparing for our  25 debates at least a year in advance. That goes through</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">27</p> <p>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.</p> <p>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.</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">28</p> <p>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.</p> <p>6 So continuing to educate the public about, Hey,  7 tune in live or if you missed it, here's the link.</p> <p>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.</p> <p>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.</p> <p>24 Sometimes we fill educational videos with subject  25 matter experts. I think in that preview video, we had a</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">29</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>25 And Tara asked: Given the large rise of</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>



<p style="text-align: right;">30</p> <p>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.</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">31</p> <p>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 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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">32</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">33</p> <p>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.</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">34</p> <p>1 Well, I will quickly go through some of the</p> <p>2 deadlines by which candidates for the primary election must</p> <p>3 file their nomination petition signatures.</p> <p>4 And they have to do so by 120 days before the</p> <p>5 August 6th primary, so that date is April 8th. There is a</p> <p>6 window of 10 business days by which someone -- any qualified</p> <p>7 elector can challenge any of the candidates who have</p> <p>8 submitted their nomination petitions, so the deadline by</p> <p>9 which a challenge must be filed is April 22nd; and those</p> <p>10 challenges have to be heard and decided by the Superior</p> <p>11 Court within 10 days. The Court has some discretion to give</p> <p>12 a little latitude on that 10-day period, but they're really</p> <p>13 pretty fastidious about sticking to that 10-day window.</p> <p>14 There's also, following the Superior Court decision, a 5-day</p> <p>15 period to take an appeal directly to the Arizona Supreme</p> <p>16 Court.</p> <p>17 So once those nomination petitions are all decided,</p> <p>18 which should be around early May, we will know exactly who</p> <p>19 will be on the primary election ballot.</p> <p>20 And with the military and overseas voters, their</p> <p>21 ballots are mailed 45 days before the election. So with</p> <p>22 ballot printing deadlines, the ballots will usually go out</p> <p>23 the end of June.</p> <p>24 And the same thing -- actually, then there's --</p> <p>25 after the election we have the canvas, which is frequently</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">35</p> <p>1 called the certification, that canvas date will be</p> <p>2 August 26th; and that will be point when we know who won --</p> <p>3 officially won the primary elections and certificates of</p> <p>4 nomination will be issued, and then the candidates move on</p> <p>5 to the general election.</p> <p>6 So that's pretty much a brief overview of the</p> <p>7 deadlines.</p> <p>8 CHAIRMAN KIMBLE: Thank you, Ms. Connor.</p> <p>9 Are there any questions of Ms. Connor?</p> <p>10 (No response.)</p> <p>11 CHAIRPERSON KIMBLE: Thank you very much, we</p> <p>12 appreciate it.</p> <p>13 MS. CONNOR: You're welcome.</p> <p>14 CHAIRMAN KIMBLE: Gina, did you have your hand up.</p> <p>15 MS. ROBERTS: Yes, Mr. Chairman.</p> <p>16 And thank you, Colleen, and group members, I just</p> <p>17 wanted to again reiterate, this is very important to our</p> <p>18 debate process because, again, we -- we don't know who to</p> <p>19 invite or who is eligible until we know who is qualified for</p> <p>20 the ballot, so who has filed and who has made it through the</p> <p>21 challenge period; and then as -- as Colleen mentioned, you</p> <p>22 know, we have our military and overseas voters where those</p> <p>23 ballots go out. So we have a very short turnaround time to</p> <p>24 identify and get the ball rolling in -- in getting the</p> <p>25 candidates their invitations and to actually kicking</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">36</p> <p>1 those -- those debates off.</p> <p>2 So I just again want to point out that that</p> <p>3 timeline is critical for us because, again, we don't host</p> <p>4 our debates on really just holidays and historically we</p> <p>5 don't host them on the weekends. So just something for the</p> <p>6 group to consider as we go forward is the timing of our</p> <p>7 debates and when we host them.</p> <p>8 Again, thank you Mr. Chairman; and thank you so</p> <p>9 much for your time, Colleen.</p> <p>10 CHAIRMAN KIMBLE: Thank you, Gina.</p> <p>11 Anything else before we move on?</p> <p>12 (No response.)</p> <p>13 CHAIRMAN KIMBLE: Okay. Item VII, we will briefly</p> <p>14 hear from staff and Commission's advertising agency,</p> <p>15 Riester, on the 2022 voter education efforts for debates.</p> <p>16 Gina.</p> <p>17 MS. ROBERTS: Thank you, Commissioner Kimble, group</p> <p>18 members.</p> <p>19 So in order to communicate with the public about</p> <p>20 our debate schedule and to solicit those questions from</p> <p>21 them -- and as well as the rest of our Voter Education Plan,</p> <p>22 the Commission does partner with an advertising firm who is</p> <p>23 on statewide contract; we go through the procurement process</p> <p>24 to work with them. So we do have funds from our Voter</p> <p>25 Education Fund to focus on again letting voters know about</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">37</p> <p>1 the debate process; and so we've been very grateful to work</p> <p>2 with the firm Riester, who is a local Phoenix firm, to help</p> <p>3 us execute this plan and reach voters. And so we will have</p> <p>4 a brief presentation from Michael who is with Riester; he</p> <p>5 will show you what we've done in 2022.</p> <p>6 You'll probably see a lot of a statistics and --</p> <p>7 and maybe some advertising terminology in there but, again,</p> <p>8 our goal is to share with you how we've reached voters;</p> <p>9 and -- and I think one of the questions I saw in -- in the</p> <p>10 chat earlier from -- from I think it was from Leah Landrum</p> <p>11 Taylor about voter participation in the debates. As I</p> <p>12 mentioned earlier, we do see candidate participation</p> <p>13 increasing and the same goes for voters, too. We're very</p> <p>14 grateful for voters to tune in and submit the questions to</p> <p>15 us. We are seeing engagement at an all-time high from</p> <p>16 voters.</p> <p>17 So we share with you briefly about how we reach and</p> <p>18 connect with them.</p> <p>19 So we will turn it over to Michael.</p> <p>20 You should be able to share you screen if you have</p> <p>21 slides.</p> <p>22 MR. DROZDOWICZ: Yep, awesome. Hi, everyone.</p> <p>23 Great to meet everybody on this call.</p> <p>24 And I'll share my screen in just one second.</p> <p>25 Awesome. Can everyone see this okay?</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<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>

<p style="text-align: right;">42</p> <p>1 page, as well as all the subpages that users can click on</p> <p>2 and get to from those signing pages.</p> <p>3 115,000 total page views throughout the year;</p> <p>4 102,000 sessions, so a session being any kind of like</p> <p>5 individual person going onto the website; and then users,</p> <p>6 the difference between users and session in this case is one</p> <p>7 user can have multiple sessions if they've been on the</p> <p>8 website a few times.</p> <p>9 And then you can see on the graph here kind of</p> <p>10 where we were running our main campaigns. So big spike in</p> <p>11 April debate session. Kind of see traffic coming in</p> <p>12 throughout the year as well.</p> <p>13 And then --</p> <p>14 MS. STONE: Thank you.</p> <p>15 Good morning. This is Christina Stone, I'm a group</p> <p>16 account director at Riester and I'll be briefly going over</p> <p>17 some organic social.</p> <p>18 So for Clean Elections the social presence really</p> <p>19 was used to give an audience a behind the scenes look at the</p> <p>20 debates. The way they accomplished that was by updating</p> <p>21 constantly throughout the platforms as well as live posting.</p> <p>22 So we did that through Instagram stories the day of the</p> <p>23 event or hosting like Twitter spaces or Facebook Live with</p> <p>24 our partners, on like PBS.</p> <p>25 For our Twitter Space live events which took the</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">43</p> <p>1 audience behind the scenes with PBS, we had a total 912</p> <p>2 total listeners which is really great, and we hosted a</p> <p>3 post-debate Facebook Live event which is really a debrief</p> <p>4 after the Senate debate with reporters and, again, another</p> <p>5 opportunity for us to educate our viewers and voters on how</p> <p>6 much work goes on behind the scenes.</p> <p>7 All of the legislative debates were broadcasted</p> <p>8 live on YouTube giving voters the opportunity to rewatch all</p> <p>9 of those debates before election day, which garnered</p> <p>10 6.8 million total views in 2022.</p> <p>11 All the behind the scenes footage shared on</p> <p>12 Facebook and Instagram did lead to a 221 increase in</p> <p>13 engagements across both channels; and if you're looking at</p> <p>14 the graph above, this really shows a range of engagement</p> <p>15 throughout 2022. So you'll see that Facebook and Twitter</p> <p>16 audiences did have the highest number of engagements with</p> <p>17 peaks with the local elections and throughout the debate</p> <p>18 season.</p> <p>19 MR. DROZDOWICZ: Awesome.</p> <p>20 CHAIRMAN KIMBLE: Thank you, both. Any questions?</p> <p>21 (No response.)</p> <p>22 CHAIRPERSON KIMBLE: So I -- I hope that we've</p> <p>23 given you an overview of the how we do debates now, why we</p> <p>24 do what we do, and what areas we might want to tinker with</p> <p>25 to -- to make them even better.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">44</p> <p>1 And with that I want to move on to Item VIII, the</p> <p>2 next item on the agenda, working session to discuss what</p> <p>3 makes a successful debate for a voter.</p> <p>4 Gina is going to explain how this breakout session</p> <p>5 will work for all of the members and how the public can also</p> <p>6 watch.</p> <p>7 Gina.</p> <p>8 MS. ROBERTS: Mr. Chairman, thank you, group</p> <p>9 members. And -- and just to clarify for everybody, all of</p> <p>10 these slides from today's presentation will be made</p> <p>11 available to you all. We'll be sure to e-mail those out</p> <p>12 afterwards because I know this is a lot of information we're</p> <p>13 sharing with you today.</p> <p>14 So as far as our breakout sessions will go, we are</p> <p>15 going to take a group and we will have two separate breakout</p> <p>16 sessions where we will randomly assign group members into</p> <p>17 those break -- breakout groups and we will have -- two of</p> <p>18 our Clean Elections staff members, Tom Collins who is our</p> <p>19 Executive Director and Avery Xola who is our Voter Education</p> <p>20 Manager, they will facilitate one group, and then I will be</p> <p>21 in our other group with along with our -- our Chairman and I</p> <p>22 will facilitate that discussion.</p> <p>23 We will be discussing the same topics. So for this</p> <p>24 particular agenda item, what makes a successful debate for a</p> <p>25 voter; and we will continue to record those breakout</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">45</p> <p>1 sessions.</p> <p>2 So when we get into those breakouts, you'll be</p> <p>3 asked to select a spokesperson for your group who can at the</p> <p>4 end of that breakout discussion, come back to the entire</p> <p>5 group and report on those key takeaways. So, again, Avery</p> <p>6 and I, we will help facilitate the discussion; we have some</p> <p>7 prompting questions for you, you know, if the group needs a</p> <p>8 little bit of help in getting the ball rolling.</p> <p>9 And so as far as any public members who may be in</p> <p>10 the Zoom or may be watching the YouTube Live stream, how you</p> <p>11 can participate in this as a public member in observing is</p> <p>12 if you were in the Zoom, you can -- we can randomly assign</p> <p>13 you into a group as well, unless you let us know that you'd</p> <p>14 prefer not -- not to have that done; and we will not have</p> <p>15 the ability to live stream the breakout groups to our</p> <p>16 YouTube. So we will have a slide up that tells you how you</p> <p>17 may join the Zoom if you still want to follow along.</p> <p>18 Otherwise, as I mentioned, both breakout sessions will be</p> <p>19 recorded and those recordings will be available on the</p> <p>20 YouTube channel after the fact.</p> <p>21 So members of the public, if you wish to continue</p> <p>22 to observe the breakout session, you will have to join the</p> <p>23 Zoom session.</p> <p>24 So Avery and I will monitor the time. So we are</p> <p>25 now at 11:00; we are scheduled to go through noon. So we</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">46</p> <p>1 will be in each breakout session for about 20-25 minutes and</p> <p>2 then we will -- Cathy, our meeting facilitator, will bring</p> <p>3 us back into the main group. We will have a few minutes for</p> <p>4 each spokesperson to report those key takeaways, and then we</p> <p>5 will move on to the next agenda item.</p> <p>6 So with that, Cathy I'll ask if you can give us</p> <p>7 instructions on how we join that breakout group or if you</p> <p>8 just randomly pull us in there? And Cathy, if you can make</p> <p>9 sure that Tom and Avery are in one group and then Chairman</p> <p>10 Kimble and I are in another, we will be good to go.</p> <p>11 MS. HERRING: Yes. So just in one moment, you will</p> <p>12 be automatically assigned to one of the two breakout rooms.</p> <p>13 It will just be one moment here.</p> <p>14 Okay. And we do have the timer set for 20 -- the</p> <p>15 rooms will automatically close in 25 minutes, but the</p> <p>16 setting also allows anyone to return to the main session at</p> <p>17 any time.</p> <p>18 So if you have any questions or issues, you can</p> <p>19 always leave the breakout room and return to this main Zoom</p> <p>20 room or, you know, any technical issues or questions I can</p> <p>21 assist.</p> <p>22 * * *</p> <p>23</p> <p>24</p> <p>25 ///</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">47</p> <p>1 (BREAKOUT GROUP A - 11:04 A.M.)</p> <p>2 MEMBER QUERARD: All the cool kids in one room I</p> <p>3 see.</p> <p>4 MS. ROBERTS: Absolutely.</p> <p>5 Okay. All right. Sorry, I just wanted to set a</p> <p>6 quick reminder to Avery don't forget to record.</p> <p>7 Okay, group. Thank you so much. So this is our</p> <p>8 breakout session. So the agenda topic is what makes a</p> <p>9 successful debate for a voter.</p> <p>10 This is your time as members to just converse back</p> <p>11 and forth with each other. I'm not a member; I'm simply</p> <p>12 just staff, so I'll be helping to facilitate your discussion</p> <p>13 but I won't be offering. And I'm hear to answer questions</p> <p>14 as well, too, if you have those. And, again, great time for</p> <p>15 you all to discuss any ideas that you have.</p> <p>16 And to get started, I'm happy to throw out, you</p> <p>17 know, a few prompting questions for you to consider.</p> <p>18 So what makes a successful debate for a voter? I</p> <p>19 guess really one of the first questions is why did the voter</p> <p>20 tune in in the first place; what were they hoping to learn</p> <p>21 or take away from the debate? And, you know, what makes the</p> <p>22 debate successful from a legislative perspective or a</p> <p>23 statewide perspective; and then, you know, how does the</p> <p>24 moderator impact, you know, the debate for it being</p> <p>25 successful from the voter's perspective. Think of the</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">48</p> <p>1 timing, you know, when we host these in the evening, is it</p> <p>2 accessible to the voter?</p> <p>3 So those are just a few topics for consideration,</p> <p>4 but with that, I will turn it over to you all to start</p> <p>5 sharing your opinions on again what you think makes a</p> <p>6 successful debate for a voter.</p> <p>7 Oh. And before we do that, we will need a</p> <p>8 spokesperson. So do we have any volunteers for somebody who</p> <p>9 would like to, when we go back to the full group, to kind of</p> <p>10 highlight the key takeaways that the group has discussed?</p> <p>11 (No response.)</p> <p>12 MS. ROBERTS: No volunteers? Voluntold?</p> <p>13 Okay. Great. Tara. Thank you so much, Tara.</p> <p>14 Tara will be our spokesperson.</p> <p>15 All right. Well, feel free to chat away. As I</p> <p>16 mentioned before, please try not to talk over each other as</p> <p>17 we are taking minutes.</p> <p>18 MEMBER KLINE: Well, on Gina's point, I'm -- I'm</p> <p>19 Chris Kline with the Arizona Broadcasters Association,</p> <p>20 the -- I guess the first piece I think about is just it's</p> <p>21 only going to be successful for the voter if they have</p> <p>22 awareness about the debate, if there's easy access to the</p> <p>23 debate, whether it's live or it's on demand. Some of that</p> <p>24 clearly plays into how we communicate and market that, but</p> <p>25 then also what means and platforms we make it available on.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">49</p> <p>1 'Cause clearly if you don't have -- if you don't</p> <p>2 know it's happening, you ain't going to have any benefit.</p> <p>3 MEMBER SIMPSON: Yeah, I agree with Chris. I think</p> <p>4 the number one thing is accessibility. You know, we talk</p> <p>5 about is evening the right time to do it, you know to do</p> <p>6 live. But -- but I think we need to do a good job of</p> <p>7 marketing the -- or remarketing the -- the recorded stream</p> <p>8 so that people can -- can view those on demand when it's</p> <p>9 available to them.</p> <p>10 MEMBER LANDRUM TAYLOR: And I think that's a really</p> <p>11 good point because, you know, I know evenings are typically,</p> <p>12 you know, the best way to try and reach as many as you can,</p> <p>13 but if someone perhaps could only see it in the daytime</p> <p>14 depending on what their work shift may be, then if they are</p> <p>15 looking at a recorded portion, it would be nice to have some</p> <p>16 type of an option, where maybe if they had a question, they</p> <p>17 could still have their question go in, you know, and even --</p> <p>18 and someone to be able to answer their question.</p> <p>19 Now, it may be difficult of course for the</p> <p>20 candidate, but at least -- you know, if -- how we can go</p> <p>21 about doing that, that accessibility is really, really</p> <p>22 important.</p> <p>23 And then I just think just in general keeping, you</p> <p>24 know, a good decorum throughout everything, which we typical</p> <p>25 -- you know typically that occurs, but that's something I</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">50</p> <p>1 feel like that, you know, the public, they want to -- they</p> <p>2 want to learn; they want to understand what each of these</p> <p>3 candidates are about.</p> <p>4 MEMBER KLINE: There -- oh. Go ahead.</p> <p>5 MR. KARP: Hi, I'm Bob Karp. I was a candidate</p> <p>6 twice for state legislature.</p> <p>7 One of the things I think voters come in and they</p> <p>8 have an expectation of what the content is going to be, and</p> <p>9 obviously in many cases, you have no idea because the</p> <p>10 questions are skewed against what many voters would be</p> <p>11 interested in.</p> <p>12 So I think if you advertised at least one topic</p> <p>13 that would be covered in a debate, you would get people who</p> <p>14 say, yes, I want to hear what the candidates think about</p> <p>15 that topic.</p> <p>16 I've had people sit in on my debates and went, gee,</p> <p>17 we didn't hear anything that you really campaign on.</p> <p>18 MEMBER KLINE: There may be no solution to this</p> <p>19 next point, but I think we all know we also live in a short</p> <p>20 attention span world, and there's a part of me that</p> <p>21 questions and wonders if there's a better format or a better</p> <p>22 way to allow folks to consume this content in some type of</p> <p>23 more bite-sized fashion.</p> <p>24 I think it's a taller ask to convince the labelers</p> <p>25 to participate in an hour long or 30-minute debate,</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">51</p> <p>1 especially if they're watching digitally. But, you know, I</p> <p>2 say that and don't have a great solution that doesn't then</p> <p>3 start to edit and paraphrase what we're trying to allow the</p> <p>4 candidates to say.</p> <p>5 MEMBER QUERARD: I'll comment just -- 'cause</p> <p>6 otherwise I'll end up with comments on ten previous comments</p> <p>7 and it will get confusing.</p> <p>8 I do think that this is very available. It doesn't</p> <p>9 matter if you're available when it's happening live because</p> <p>10 you can -- you can watch recorded 2 o'clock in the morning</p> <p>11 laying in bed; you can watch whenever you want to. So you</p> <p>12 guys have done a good job in terms of making it available to</p> <p>13 voters who want it.</p> <p>14 Making it available to voters who don't want it is</p> <p>15 a waste of time. They don't want it.</p> <p>16 But you guys have done a good job of making it</p> <p>17 available to folks.</p> <p>18 Making it entertaining, making it informative, I</p> <p>19 would encourage -- and it's actually a good way to eliminate</p> <p>20 moderator bias as well, probably agreement in advance that</p> <p>21 we're going to hit eight topics or ten topics that might be</p> <p>22 the same to every, let's say, legislative race; and then</p> <p>23 maybe you go to the participating candidates and you ask</p> <p>24 them to -- to pick one or two additional topics because</p> <p>25 while we know that education or public safety or border</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">52</p> <p>1 security or school funding, like, there's a certain number</p> <p>2 of issues that are universal to every legislative race</p> <p>3 everywhere in the state. Some districts will be more</p> <p>4 focused on water; some folks will be more focused on</p> <p>5 ranching. Some folks may have some really specific issues</p> <p>6 particular in primaries where the differences between the</p> <p>7 candidates are a lot smaller 'cause they're Democrats or all</p> <p>8 Republicans, so the differences are more nuanced. If the</p> <p>9 candidates themselves also get to say, Hey, I want to talk</p> <p>10 about this because this is where there's some difference,</p> <p>11 that will make a more informative debate for the -- the</p> <p>12 people watching.</p> <p>13 And then lastly as far as, you know, segmenting it</p> <p>14 you could, I suppose, bookmark in your -- in your videos,</p> <p>15 you know, each question so people can go there. It's also</p> <p>16 up to the candidates, frankly, in their campaigns to</p> <p>17 publicize it, to send out clips and to, you know, if there's</p> <p>18 good stuff in those debates, the candidates themselves will</p> <p>19 promote it for you.</p> <p>20 So those -- that -- that's the input there.</p> <p>21 MEMBER SIMPSON: I think one of the things that --</p> <p>22 and Gina touched on this in the -- the general session is</p> <p>23 moderator knowledge. So to make sure I guess when we're</p> <p>24 vetting out the moderators to make sure, you know,</p> <p>25 especially on the state legislative level that they're</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">53</p> <p>1 familiar with what's going on in their district that they're</p> <p>2 moderating for to -- because it's -- it's important to make</p> <p>3 sure that we're covering like Constantine said, the -- the</p> <p>4 topics that are -- are specific to that area.</p> <p>5 And I wonder, too, when we do marketing, we can</p> <p>6 segment the marketing and maybe really speak to that</p> <p>7 district about these are the top three things that will be</p> <p>8 covered in that debate so that it may entice voters to</p> <p>9 interact better.</p> <p>10 MEMBER KLINE: I think that also touches, the</p> <p>11 interaction touches on the discussion around decorum and</p> <p>12 free exchange of ideas and making sure that we have formats</p> <p>13 with rules and guidelines in place that best position the</p> <p>14 candidates to allow them to share their ideas without</p> <p>15 turning the debates into a discussion about the debates</p> <p>16 themselves, but keeping it focused on the issues.</p> <p>17 And I -- I feel like like that is a challenge we</p> <p>18 have seen in the past that is worthy of some close review as</p> <p>19 we push forward into another election cycle to make sure</p> <p>20 that the rules and guidelines in place are the best ones --</p> <p>21 I'm not saying they're not, but that is I feel like an</p> <p>22 ever-evolving line we've got to figure out how to navigate</p> <p>23 from not just an optics standpoint but also from</p> <p>24 a (technical disruption) point.</p> <p>25 CHAIRMAN KIMBLE: Chris, if I could ask you to</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">54</p> <p>1 elaborate a little bit on a couple things that -- that you</p> <p>2 and others have brought up.</p> <p>3 What -- what about the format of debates? And also</p> <p>4 the decorum, which -- which you and other people have</p> <p>5 mentioned. Should the format do you think be very</p> <p>6 regimented as it kind of is now, like you have one minute,</p> <p>7 then you have two minutes, then you have -- you know, or</p> <p>8 should it be more free flowing?</p> <p>9 And also should there be some changes to improve</p> <p>10 decorum, both of which I think are things that -- that</p> <p>11 voters are concerned about; and what can we do to make the</p> <p>12 debates more palatable and more acceptable to people and in</p> <p>13 terms of improving decorum and how questions are asked.</p> <p>14 MEMBER KLINE: Well speaking first just for -- for</p> <p>15 broadcasters in the world I represent, you know, our goal</p> <p>16 much like Clean Elections Commission, is to make sure these</p> <p>17 debates focus on voter education. And I -- I know we</p> <p>18 support having very specific guidelines that ensure that the</p> <p>19 debate progresses forward because I think we've all watched</p> <p>20 and been a part of debates in the past where it's been so</p> <p>21 free flow that it hasn't allowed the conversation to touch</p> <p>22 on all the things that are necessary.</p> <p>23 I think the other challenge with being super free</p> <p>24 flow is it creates the scen- -- it creates an easy scenario</p> <p>25 where a moderator can be perceived as bias even if -- biased</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">55</p> <p>1 even if they're not, simply because they're trying to cut</p> <p>2 off a discussion or move to another topic. And if -- and if</p> <p>3 there aren't guidelines in place, that falls upon the</p> <p>4 moderator who, you know, again representing the folks who</p> <p>5 are trying to put this content out I'm protective of because</p> <p>6 as Gina mentioned it's not just whether or not they are</p> <p>7 biased and neutral, but it's also that perception; and</p> <p>8 perception is everything, we know that in the world we live</p> <p>9 in today.</p> <p>10 So from that -- from my perspective, having very</p> <p>11 specific guides in place as we do now are super important;</p> <p>12 but the challenge from my perspective equally so, is that</p> <p>13 that hasn't prevented a degrading of basic decorum, and</p> <p>14 it -- it's created challenges as we know with previous</p> <p>15 election cycles, with ensuring that the topic -- the</p> <p>16 conversation stays on topic as opposed to personal attacks</p> <p>17 between candidates; and I think that is a giant challenge</p> <p>18 that is difficult to manage.</p> <p>19 It's difficult to manage because, again, Clean</p> <p>20 Elections I know is -- and broadcasters who broadcasting</p> <p>21 these debates, do not want to get into the realm of trying</p> <p>22 to say what candidates are allowed to verbalize or not; and</p> <p>23 at the end of the day, right, the candidates should be able</p> <p>24 to speak for themselves.</p> <p>25 And I'm -- I'm curious if anybody else on this</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">56</p> <p>1 workgroup has either differing opinions or solutions to that</p> <p>2 challenge because I think it is one that is difficult to</p> <p>3 navigate.</p> <p>4 MEMBER QUERARD: Constantin here again. I don't</p> <p>5 know if it's necessarily a solution or maybe just good news,</p> <p>6 which is to perhaps relax and just let it happen. Because</p> <p>7 in a debate where a candidate is engaged in name calling,</p> <p>8 that will reveal to voters more than his answer to school</p> <p>9 funding or to public safety or to whatever; and how the</p> <p>10 other candidates respond to the name calling can often be</p> <p>11 very revealing to the voters as well.</p> <p>12 So, you know, if you do have it regimented in terms</p> <p>13 of we're spending -- we're going to hit the eight topics and</p> <p>14 you know what they are and you each pick a topic and that's</p> <p>15 our total of 10, and then so we've got three minutes per and</p> <p>16 here's the time per, that gave gives the moderator</p> <p>17 everything they need to be able to run the debate free of</p> <p>18 accusations of bias because the time is time and when we're</p> <p>19 out of time, we have to move on.</p> <p>20 But what people say, how they say it, how they</p> <p>21 handle themselves personally, just let it -- let it go</p> <p>22 because that's -- that's often the most -- most important</p> <p>23 part of the debate.</p> <p>24 MS. GREASON: Well, I'd -- I'd -- I would like to</p> <p>25 comment on that. This is Nicole Greason. Hello, Mark</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">57</p> <p>1 Kimble.</p> <p>2 How -- how do you regulate people when they're</p> <p>3 strategy is to attack the other person personally? And you</p> <p>4 know they've -- and they go that way; and then they also</p> <p>5 start to run over the moderator who is trying to keep folks</p> <p>6 on track and, you know, keep them focused on -- on the</p> <p>7 issues, but they choose as a strategy to attack each other</p> <p>8 and also sometimes the moderator who they've perceived as</p> <p>9 being biased?</p> <p>10 MEMBER JACKSON: I don't have the answer for that,</p> <p>11 but I was just wondering -- I don't know how much time we</p> <p>12 have left -- but what I've been doing is using the town hall</p> <p>13 recorder model and I have kind of a statement summarizing</p> <p>14 what everyone has said if you want me to read it out and</p> <p>15 comment on that?</p> <p>16 Whoever is kind of in charge.</p> <p>17 MS. ROBERTS: Sure. And just to clarify, we have</p> <p>18 about five minutes left.</p> <p>19 MEMBER JACKSON: Would -- would you all like for me</p> <p>20 to read this out and see if this captures the discussion?</p> <p>21 (No response.)</p> <p>22 MEMBER JACKSON: Okay. To be successful a debate</p> <p>23 needs to be accessible to voters both in timing and the</p> <p>24 platform used. This might, for example, include recording</p> <p>25 the debate and remarketing it or making it available on</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">58</p> <p>1 demand. The debate should also allow interaction with</p> <p>2 voters in a way that is respectful and informative.</p> <p>3 Decorum is important as is having moderators who</p> <p>4 have knowledge of issues specific to the geographic region.</p> <p>5 We should create environments that allow the voters</p> <p>6 to learn and that -- sorry, I'm trying to read my own</p> <p>7 handwriting.</p> <p>8 That allows the voters to learn and -- and that</p> <p>9 tries to make it entertaining and informative.</p> <p>10 Communication and advertising are important,</p> <p>11 including information about the topics that will be</p> <p>12 discussed. We should consider alternative formats that</p> <p>13 allow voters to participate or to receive information in</p> <p>14 smaller segments or bite-sized formats, while also being</p> <p>15 mindful that the debates need to focus on voter education.</p> <p>16 It can be challenging to find the best balance that</p> <p>17 allows for an engaging discussion that also allows for the</p> <p>18 moderator to control decorum. Having clear rules ahead of</p> <p>19 time helps. Nonetheless it is a diff- -- it is a difficult</p> <p>20 challenge to keep candidates from making personal attacks</p> <p>21 while also ensuring that the moderator appears unbiased.</p> <p>22 MEMBER QUERARD: Leah had a question or a comment</p> <p>23 earlier that is probably easily fixed in terms of how people</p> <p>24 who watch the debates later can get questions answered.</p> <p>25 I don't recall if you guys do it already, but at</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">59</p> <p>1 the end of the video, it would be very easy to have the</p> <p>2 contact information for each campaign just stay on the</p> <p>3 screen there for 60 seconds or something, so if you do have</p> <p>4 questions for the candidates that weren't answered tonight,</p> <p>5 you can reach the campaigns directly; and I guarantee the</p> <p>6 candidates will love to get those e-mails because it's a</p> <p>7 chance to get back to a voter who cares about something</p> <p>8 specifically. And so they would be -- they would be</p> <p>9 (technical disruption).</p> <p>10 The other thing is after your -- because you've got</p> <p>11 a good digital crew and all that stuff, when you guys</p> <p>12 package these debates for reviewing, there's probably a way</p> <p>13 to bookmark to jump to, but maybe if you have three minutes</p> <p>14 on education, three minutes on border, three minutes on</p> <p>15 whatever, I don't know whether those three minutes could be</p> <p>16 packaged as individual videos. Because if you want</p> <p>17 something bite sized, you know, here's your candidates on</p> <p>18 K-12 funding; here's your candidates on water, here's the --</p> <p>19 you don't have to watch the whole video or jump to a</p> <p>20 bookmark, but you guys could probably have the whole video</p> <p>21 and chapters 1 through 10 or something like that.</p> <p>22 MS. ROBERTS: Well, we have two minutes left so if</p> <p>23 there's anyone left that anyone else wants to comment on,</p> <p>24 now's the time to do it.</p> <p>25 I'll just add personally, this was fantastic, I</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">60</p> <p>1 can't tell you how excited I am. Lots of great ideas and we</p> <p>2 can do a lot of this. So thank you because you all have</p> <p>3 made some great points.</p> <p>4 But, again, you got about two more minutes if</p> <p>5 there's anything else you want to discuss of what makes this</p> <p>6 a successful debate from the voter's perspective.</p> <p>7 MEMBER KLINE: Just from a thematics standpoint,</p> <p>8 I -- Constantin, I love the idea of the e-mail address at</p> <p>9 the end of these -- these videos or debates or some type of</p> <p>10 connection, because it gets us back to the core which is</p> <p>11 about connecting the voters directly with the candidates and</p> <p>12 removing as many middle tiers as possible, and what better</p> <p>13 way to do that than literally connect the two sides?</p> <p>14 MEMBER LANDRUM TAYLOR: Yeah, I agree with that;</p> <p>15 and I think that's something really important. 'Cause even</p> <p>16 if you're live at the debate, you may think of something</p> <p>17 else. I mean, how do you honestly continue the engagement?</p> <p>18 And that will help people really, you know, just get more</p> <p>19 involved in general I feel if they can have that personal</p> <p>20 connect. So I think that's a really good idea with it.</p> <p>21 Folks want questions; they want their questions</p> <p>22 answered; they want to know.</p> <p>23 MEMBER KLINE: Well and -- and just one --</p> <p>24 one-party challenge I don't feel like we've fully touched on</p> <p>25 yet, but it also feels like we live in a society with an</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">61</p> <p>1 electorate where skepticism is the name of the game no</p> <p>2 matter what you're talking about. And so anything that</p> <p>3 these debates can do to reduce skepticism and be open and</p> <p>4 transparent, which I know they are, but creative ideas that</p> <p>5 can further that process I feel like work in our favor as</p> <p>6 well.</p> <p>7</p> <p>8 * * *</p> <p>9</p> <p>10 (BREAKOUT GROUP B - 11:04 A.M.)</p> <p>11 MR. COLLINS: I have fulfilled my role.</p> <p>12 MR. XOLA: Here we go.</p> <p>13 Okay. What makes a successful debate for a voter</p> <p>14 as far as the statewide and legislative debates? So what do</p> <p>15 you all think?</p> <p>16 Oh. First, we should probably pick a spokesperson.</p> <p>17 So after all this who -- who wants to take the lead and be</p> <p>18 the spokesperson and kind of digest all this information?</p> <p>19 MEMBER BOYER: I'd like to nominate Bob.</p> <p>20 MEMBER ROBSON: No.</p> <p>21 MR. AVERY: Any other -- any other --</p> <p>22 MEMBER ROBSON: I want to participate, Paul.</p> <p>23 MR. AVERY: We going to have to draw straws?</p> <p>24 MEMBER ROBSON: I didn't bring a pen.</p> <p>25 MR. COLLINS: I will say -- I will say this, our</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>



<p style="text-align: right;">62</p> <p>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.</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">63</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">64</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">65</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">66</p> <p>1 and the time allotment relative to the -- the gravity of the</p> <p>2 question, that -- that would be very -- I think that would</p> <p>3 be helpful, especially for the public and also for the</p> <p>4 candidate as well.</p> <p>5 MEMBER MCLEOD: I think Renaldo has his hand up.</p> <p>6 MEMBER FOWLER: Yeah, I think -- if I'm reading the</p> <p>7 question right, I think really around issues and topics</p> <p>8 having really serious issues, sometimes I watch debates and</p> <p>9 some of the issues I guess Paul he gave an example, he gave</p> <p>10 a person one minute to answer a very complex question, but</p> <p>11 also making sure that we have key issues that impact the</p> <p>12 State. Sometimes I think there are stories out there that</p> <p>13 are very popular stories for the story itself, but they</p> <p>14 didn't really address the issues.</p> <p>15 Give you an example, you know, Arizona has a water</p> <p>16 crisis. Was that discussion during the debate in terms of</p> <p>17 water -- a water policy? So those things I think are</p> <p>18 important.</p> <p>19 And also I represent in terms of my role on this</p> <p>20 group is -- is voters with disabilities. There are -- I did</p> <p>21 a little research before this meeting today. There are</p> <p>22 1,382,191 adults in Arizona with disabilities. When I look</p> <p>23 at these debates, I don't really see topics around persons</p> <p>24 with disabilities. That's 1 out of 20 -- 1 out of 5 people.</p> <p>25 So that's 25 percent of the population.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">67</p> <p>1 So my thing is make sure when we have topics, that</p> <p>2 they are serious topics and that we give representatives an</p> <p>3 opportunity to answer those questions but not tell stories.</p> <p>4 So it's a balance between answering questions and really</p> <p>5 addressing few key issues that affect Arizonans. That's</p> <p>6 kind of my -- my -- my insight into what makes it effective</p> <p>7 for a voter; really getting good information, not fluff, not</p> <p>8 avoiding questions but really, really good and issues that</p> <p>9 impact Arizonans.</p> <p>10 MR. XOLA: Okay. Perfect. Thank you, thank you,</p> <p>11 Renaldo.</p> <p>12 And I saw that Mr. Gentles had his hand raised. Do</p> <p>13 you want to speak; and then we'll get to you, Representative</p> <p>14 De Los Santos.</p> <p>15 MEMBER GENTLES: Sure. Thank you, Avery.</p> <p>16 I think the question what makes a successful debate</p> <p>17 for candidates is the one we're answering, right?</p> <p>18 MR. XOLA: Yeah, right. For a voter.</p> <p>19 MEMBER GENTLES: Oh. For a voter.</p> <p>20 Well, I think my comment speaks to both the voter</p> <p>21 and the candidate, but in debates it's easy -- for things to</p> <p>22 go off the rails and go on to kind of the, you know, the</p> <p>23 cesspool pit of, you know, conversation that really doesn't</p> <p>24 address the issues. For instance, like Mr. Boyer said on</p> <p>25 immigration or one of the cases Renaldo saw, I think the --</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">68</p> <p>1 the moderator is exceptionally important and somebody that</p> <p>2 is strong enough that can control the direction of the -- of</p> <p>3 the debate because last thing, you know, a candidate wants</p> <p>4 or even a voter wants is to watch a, you know, a basically a</p> <p>5 sidecar clown show that gets us nowhere but, you know, you</p> <p>6 know, all of the -- the ancillary conversations or topics</p> <p>7 are covered without actually focusing on the issues at hand.</p> <p>8 So I think even though, you know, journalists tend</p> <p>9 to have a better understanding of the issues, you've got to</p> <p>10 have a journalist -- and it sounds like that's where you're</p> <p>11 leaning. You got to have somebody who has a very strong</p> <p>12 command of -- of the circumstances and ability to control</p> <p>13 the direction of -- of the debate.</p> <p>14 MR. XOLA: Okay. Okay. I like that. Sounds good.</p> <p>15 Representative De Los Santos, if you would like to</p> <p>16 speak.</p> <p>17 MEMBER DE LOS SANTOS: Yes, thank you.</p> <p>18 Okay. A couple -- a couple things, I suppose. The</p> <p>19 first is what I really liked in my debate was the questions</p> <p>20 that the -- that the reporter asked, that the moderator</p> <p>21 asked, were really tailored to Republicans and Democrats.</p> <p>22 So sometimes we got the same question, but I'm remembering</p> <p>23 really specifically on the question of abortion, it was</p> <p>24 tailored so that the Republican couldn't sort of squirm away</p> <p>25 with a sort of canned answer; and then when it was phrased</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">69</p> <p>1 for the Democratic candidates, it was phrased in such a way</p> <p>2 that the Democratic couldn't get away with a canned answer.</p> <p>3 It was really tailored to pin us down and -- and to speak</p> <p>4 clearly and not in sort of generalities, right, we were --</p> <p>5 we were getting down on the nitty-gritty policy.</p> <p>6 And -- and so I thought that was very useful was to</p> <p>7 tailor the questions for different candidates of different</p> <p>8 ideologies in such ways that -- that don't allow us to</p> <p>9 simply get away with whatever we've put on our website or</p> <p>10 Twitter or what -- what have you.</p> <p>11 So that's the first suggestion.</p> <p>12 I think another interesting thing is I'm wondering</p> <p>13 if the -- the debates were very long, at least mine were.</p> <p>14 It was multiple candidates; it was multiple-hour-long</p> <p>15 affair, which is very great for me. I assume that not that</p> <p>16 many people stayed on for the whole thing, and I'm wondering</p> <p>17 if there's a way for -- if the Commission, to clip parts of</p> <p>18 the debate.</p> <p>19 Now, obviously, that goes potentially into the --</p> <p>20 into the lines of editorializing what a candidate might --</p> <p>21 may have said, but I'm wondering if there's even ways to</p> <p>22 clip questions, right. And so it -- so you're taking a</p> <p>23 three-hour thing into maybe a 10-minute segment on</p> <p>24 particular issues, and if those -- clipping it that way and</p> <p>25 putting it on social media might make it more digestible</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">70</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">71</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">72</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">73</p> <p>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.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">74</p> <p>1 MR. XOLA: Okay. Thank you. Thank you. And I --</p> <p>2 and have a question, so how do you all feel about like</p> <p>3 cognitive friction? Like when you have a debate and there's</p> <p>4 two opposing ideas and it's not necessarily an argument, but</p> <p>5 it kind of gets into that? And I know that those debates</p> <p>6 tend to be more entertaining. So how do you all feel about</p> <p>7 that, do you think maybe the debates shouldn't go that way</p> <p>8 or do you think that the moderator should encourage the --</p> <p>9 the conversation against, you know, discerning viewpoints?</p> <p>10 MEMBER ROBSON: Don't call it a debate if you're</p> <p>11 not going to have that happen.</p> <p>12 MR. XOLA: Right. Right.</p> <p>13 MEMBER ROBSON: I mean, you know, call it a</p> <p>14 roundtable or something. But a debate is a debate, and as</p> <p>15 long as you're both civil, and it goes -- you know, the</p> <p>16 moderator keeps it, you know, where they need to keep it, by</p> <p>17 all means you should have those challenges going on.</p> <p>18 It's -- otherwise, you're just handing out a trophy for</p> <p>19 everybody that participates.</p> <p>20 MEMBER BOYER: But given that, though, I do think</p> <p>21 though that the focus should be on the idea and not the</p> <p>22 person. And I mean, I know that the -- the debates that --</p> <p>23 where it is focused on attacks, personal attacks, I mean</p> <p>24 those are interesting, I guess, but I still think it should</p> <p>25 be focused -- you know, always going back and having the</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">75</p> <p>1 moderator go back to, okay, but here's the idea, tell me why</p> <p>2 this idea is wrong or why you want to promote this idea.</p> <p>3 MR. XOLA: Okay. Good. Thank you.</p> <p>4 Thank you.</p> <p>5 We got some other hands. Let's -- Representative</p> <p>6 Sun, if you'd like to speak to this issue.</p> <p>7 MEMBER SUN: Thanks, Avery. I think that for --</p> <p>8 for my district, I'm only going to be speaking with my</p> <p>9 district. Again, it's a safe, you know, district and</p> <p>10 usually our race is in the primary, and you can be just as</p> <p>11 heated and aggressive to, say, as a general race.</p> <p>12 So with that said, I recall that our moderator, the</p> <p>13 reporter, did encourage us to be forthcoming in our opinions</p> <p>14 and whatnot; but -- but to similar to what Mr. Boyer was</p> <p>15 saying, is that we still need to have a level of civility</p> <p>16 and conduct in terms of personal, you know, attacks. Like,</p> <p>17 we need to focus on the policy and the subject matter and</p> <p>18 really push for that, and I think that will make it more</p> <p>19 entertaining because the audience is there for information,</p> <p>20 you know, credible information on this debate.</p> <p>21 So not discouraging to be contentious but just</p> <p>22 based on the subject matter and the policies that we're</p> <p>23 addressing, not so with the personal attacks. I think that</p> <p>24 that kind of derails the purpose of -- I mean, it derails</p> <p>25 the (technical disruption).</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">76</p> <p>1 MR. XOLA: Yeah.</p> <p>2 MEMBER ROBSON: We lost it.</p> <p>3</p> <p>4 * * *</p> <p>5</p> <p>6 (GENERAL SESSION - 11:25 A.M.)</p> <p>7 MR. XOLA: Thought we had a few more minutes.</p> <p>8 MEMBER FOWLER: Yeah.</p> <p>9 MEMBER ROBSON: We lost it.</p> <p>10 MS. ROBERTS: And I'm sorry, just a quick technical</p> <p>11 question before Chairman Kimble pulls us back together.</p> <p>12 Cathy, just to make sure, so we're still good with</p> <p>13 recording; and since we're back in the main session, are we</p> <p>14 live streaming to YouTube?</p> <p>15 MS. HERRING: So when we are in breakout rooms, the</p> <p>16 main room continues to live stream. The breakout rooms are</p> <p>17 not included in the YouTube live stream.</p> <p>18 MS. ROBERTS: Perfect. Thank you.</p> <p>19 CHAIRMAN KIMBLE: Okay. Thank you.</p> <p>20 So will the spokesperson for Group A please report</p> <p>21 back to the entire group?</p> <p>22 MR. COLLINS: Mr. --</p> <p>23 MEMBER JACKSON: Were we Group A?</p> <p>24 CHAIRMAN KIMBLE: That's a group question. Were we</p> <p>25 Group A, Gina?</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">77</p> <p>1 MS. ROBERTS: Mr. Chairman, we will be Group A now.</p> <p>2 We will go ahead and we can have Tara report back.</p> <p>3 CHAIRMAN KIMBLE: All right. Tara.</p> <p>4 MEMBER JACKSON: All right, thank you.</p> <p>5 To be successful a debate needs to be accessible to</p> <p>6 voters both in timing and the platforms used. This might,</p> <p>7 for example, include recording the debates and remarketing</p> <p>8 it or making it available on demand. The debate and the</p> <p>9 reformatted or on-demand versions should also allow</p> <p>10 interaction with voters in a way that is respectful and</p> <p>11 informative.</p> <p>12 Decorum is important, as is having moderators who</p> <p>13 have knowledge of issues specific to the geographic regions</p> <p>14 represented. We should create environments that allow the</p> <p>15 voters to learn and that tries to make it entertaining and</p> <p>16 informative.</p> <p>17 Communication and advertising are important,</p> <p>18 including information about the topics that will be</p> <p>19 discussed.</p> <p>20 We should consider alternative formats that allow</p> <p>21 voters to receive -- to participate or receive information</p> <p>22 in smaller or bite-size formats, while also being mindful</p> <p>23 that the debates need to focus on voter education.</p> <p>24 It can be challenging to find the balance that</p> <p>25 allows for an engaging discussion and that also allows the</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">78</p> <p>1 moderator to control decorum.</p> <p>2 Having clear rules ahead of time helps.</p> <p>3 Nonetheless it is a difficult challenge to keep</p> <p>4 candidates from making personal attacks while also ensuring</p> <p>5 that the moderator appears unbiased.</p> <p>6 CHAIRMAN KIMBLE: Thank you, Tara.</p> <p>7 That -- as a member of Group A, that was a very</p> <p>8 good summary of everything we discussed.</p> <p>9 What about the Group B, would the spokesperson for</p> <p>10 Group B report on what you discussed?</p> <p>11 MR. COLLINS: So Mr. -- Mr. Chairman, in the</p> <p>12 interest of time in our group I became the reporter</p> <p>13 notwithstanding I'm not supposed to be, so I beg your</p> <p>14 forgiveness for that.</p> <p>15 CHAIRMAN KIMBLE: I think we will -- that will be</p> <p>16 fine. Now we'll hear from Tom Collins who is the Executive</p> <p>17 Director from Clean Elections.</p> <p>18 MR. COLLINS: I think that our group discussed many</p> <p>19 of the same points that Tara just talked about. I think a</p> <p>20 thing that we heard was -- from a couple of folks in the</p> <p>21 group was about how important it is to give folks an</p> <p>22 opportunity to see candidates interact, and this may be</p> <p>23 their only opportunity to get a read on who candidates are</p> <p>24 as leaders, how they interact with others.</p> <p>25 You know, as far as -- you need something that</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">79</p> <p>1 works for both candidates and the voter; and some of the</p> <p>2 things that will go into that are, you know, tailoring the</p> <p>3 questions to make sure that they are representative of party</p> <p>4 positions. You know, you may have very different partisan</p> <p>5 positions; you need to account for that. You need to</p> <p>6 account for the diversity of the state, for example, about</p> <p>7 one-fifth of the state or quarter of the state has a</p> <p>8 disability of some kind, that's not often a topic that gets</p> <p>9 discussed, that would be a group of voters that are -- that</p> <p>10 are looking for information.</p> <p>11 On the other hand, some topics like immigration we</p> <p>12 might spend some -- a lot of time on but, quite honestly,</p> <p>13 most state and legislative debates that's simply not a</p> <p>14 relevant topic.</p> <p>15 I think we -- our group also talks about civility</p> <p>16 issue and wanting to have engaged debates where you really</p> <p>17 have some intellectual and ideologic friction that stays</p> <p>18 civil and not personal.</p> <p>19 And then finally in order to -- and then I think</p> <p>20 there was general consensus it seemed that moderators who</p> <p>21 are journalists are good, and especially those who both can</p> <p>22 control the tenor of the debate but also can, if you will,</p> <p>23 get a -- a candidate off their talking points, right, so get</p> <p>24 in depth enough on the issue where necessary to get specific</p> <p>25 answers on policy.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">80</p> <p>1 And then -- and then the idea of how to increase</p> <p>2 participation by providing other ways of packaging these.</p> <p>3 Two of our members mentioned specifically how we might be</p> <p>4 able to take clips from debates, how to we might be able to</p> <p>5 make sure those get distributed more broadly in a way where</p> <p>6 a person who might not have the time to sit through a larger</p> <p>7 debate, a longer debate can get -- can get access to that</p> <p>8 information.</p> <p>9 CHAIRMAN KIMBLE: Okay. Thank you, Tom.</p> <p>10 A lot of -- a lot of good suggestions from both</p> <p>11 groups. Some of them were specific to one group and some</p> <p>12 that both groups brought up, so I -- I thought that went</p> <p>13 very well.</p> <p>14 For Item Number IX, we're going to break out again</p> <p>15 following the same process we used for the previous breakout</p> <p>16 session, but this time we're going to talk about what makes</p> <p>17 a successful debate for a candidate. We talked last time</p> <p>18 what makes for a successful debate for the voter, but now</p> <p>19 we're going to focus on the candidate and what we can do</p> <p>20 to -- to make debates better for them.</p> <p>21 So Cathy, is there anything we have to do to -- to</p> <p>22 break out again?</p> <p>23 MS. HERRING: No. Just one question maybe for</p> <p>24 Gina, would you like me to set a timer for the second round</p> <p>25 of breakout rooms? I currently have it for 20 minutes, but</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">81</p> <p>1 should that be extended?</p> <p>2 MS. ROBERTS: I -- I think 20 minutes will put us</p> <p>3 right on track, that way we can still get to our call to the</p> <p>4 public and adjournment and -- and have our wrap up, of</p> <p>5 course.</p> <p>6 So, yes, if we can limit the next discussion for</p> <p>7 about 20 minutes. Then, again, keeping Tom and Avery</p> <p>8 together and myself and Chairman Kimble, that will be</p> <p>9 perfect.</p> <p>10 MS. HERRING: Yes. Opening up the breakout rooms</p> <p>11 now.</p> <p>12</p> <p>13 * * *</p> <p>14</p> <p>15 (BREAKOUT GROUP A - 11:23 A.M.)</p> <p>16 MS. ROBERTS: All right. Looks like we are --</p> <p>17 MEMBER ROBSON: We're different.</p> <p>18 MS. ROBERTS: -- recording. Yep, we've got -- I</p> <p>19 mean, it's random, you know.</p> <p>20 And we are recording so we are good to go. So just</p> <p>21 like our last discussion, this is the opportunity for the</p> <p>22 group members to go ahead and -- and give their thoughts and</p> <p>23 opinions on what makes a successful debate from a candidate</p> <p>24 perspective. So, you know, you might find some overlapping</p> <p>25 from -- from what you've discussed in the voter's</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">82</p> <p>1 perspective, but to help kick things off and help facilitate</p> <p>2 this discussion, you know, some things you might think about</p> <p>3 are: Why would a candidate choose to join the debate,</p> <p>4 what -- you know, how does it serve them; and then why would</p> <p>5 a candidate maybe decline to -- to debate, so; and when they</p> <p>6 do participate in the debate, how do they walk away from</p> <p>7 that debate feeling that, you know, it was a fair experience</p> <p>8 and that they were really able to communicate with the</p> <p>9 voters in their district, or if it's statewide, you know,</p> <p>10 what -- what made them feel good about participating in that</p> <p>11 debate; and, you know, of course leaving them with wanting</p> <p>12 to do it again if they run again.</p> <p>13 So those are just a few discussions to -- to help</p> <p>14 you kick things off, but we'll turn it over to the group</p> <p>15 members.</p> <p>16 So, Bob.</p> <p>17 MEMBER ROBSON: Yeah, first thing off, I think you</p> <p>18 should develop a Clean Elections toolkit for candidates --</p> <p>19 CHAIRMAN KIMBLE: Excuse me. If I could interrupt.</p> <p>20 I think we need to pick a spokesperson.</p> <p>21 MEMBER ROBSON: Oh.</p> <p>22 MS. ROBERTS: Thank you. I forgot about that.</p> <p>23 Thank you, Chairman Kimble.</p> <p>24 Well, Bob, you spoke first.</p> <p>25 MEMBER ROBSON: No, no, no.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">83</p> <p>1 MS. ROBERTS: By default or anybody else want to</p> <p>2 raise their hand and join?</p> <p>3 MEMBER ROBSON: I didn't bring a pen, so.</p> <p>4 MEMBER QUERARD: I sat on my hands the first time,</p> <p>5 so I'll step up this time.</p> <p>6 MS. ROBERTS: Perfect. Okay. Thank you,</p> <p>7 Constantin.</p> <p>8 MEMBER QUERARD: Now -- now that I've seen how it's</p> <p>9 done.</p> <p>10 MS. ROBERTS: Okay.</p> <p>11 MEMBER ROBSON: But so, I mean, just if I can,</p> <p>12 yeah, I -- I think we should -- Clean Elections should</p> <p>13 develop a toolkit for candidates. In other words, there</p> <p>14 should be a marketing kit for them -- and, Gina, we did this</p> <p>15 one time with me if you remember, but putting together a --</p> <p>16 a package that you can send out letting your constituents</p> <p>17 and letting people know in your district that you're</p> <p>18 participating in a debate, and when the debate is, what the</p> <p>19 debate is about; and that you can send it out, if you want</p> <p>20 to do print media, it's up to the candidate, but you'll</p> <p>21 provide them the stuff: Print media, online-type</p> <p>22 advertising, advertising that they can send out to their</p> <p>23 constituent base. You know, I -- I think that's how you get</p> <p>24 people enthusiastic about the debate and get the candidate</p> <p>25 potentially to participate as well.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">84</p> <p>1 So it's just one of my thoughts.</p> <p>2 MEMBER LANDRUM TAYLOR: That just kind of went</p> <p>3 along with one of the questions I asked earlier about what</p> <p>4 was the level of now participation from individuals that</p> <p>5 come in and view the various debates?</p> <p>6 Because as a candidate, you know, number one, you</p> <p>7 know, the time is very valuable; so you want to sure that if</p> <p>8 you're going to be at any platform, you're reaching as many</p> <p>9 people as possible. So how the Commission can work hand in</p> <p>10 hand with that in order to garner the -- the amount of</p> <p>11 attendance that's needed. I know it's improved over time,</p> <p>12 especially, you know, early on. Because when you move</p> <p>13 further down the -- the ballot, you know, a lot of times</p> <p>14 folks of course will be there for, you know, Governor and</p> <p>15 congressional and all that, but as you move down the ballot</p> <p>16 to legislators, still want to make sure it's getting out</p> <p>17 there.</p> <p>18 So, you know, on the lines of what you're saying,</p> <p>19 Bob -- and nice to see you again there -- but when -- when</p> <p>20 you're looking at how in the world can this conversation be</p> <p>21 maximized on those smaller levels, 'cause the local levels</p> <p>22 are very, very important in how can get it out there to --</p> <p>23 to people.</p> <p>24 And the candidates want to make sure that it's</p> <p>25 going to be a robust experience. Also very organized, very</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">85</p> <p>1 succinct, nice and clear. Things like a toolkit, that</p> <p>2 sounds really good so you know exactly what to expect, there</p> <p>3 are no surprises.</p> <p>4 MEMBER ROBSON: Yeah, I just wanted to mention when</p> <p>5 I did that I think we had 660 viewers that night.</p> <p>6 MEMBER LANDRUM TAYLOR: That's good.</p> <p>7 MEMBER ROBSON: Which was a great number.</p> <p>8 MEMBER LANDRUM TAYLOR: Mm-hm.</p> <p>9 MEMBER QUERARD: Could have been a record.</p> <p>10 MEMBER LANDRUM TAYLOR: Could have been because you</p> <p>11 were debating too, Bob, but --</p> <p>12 MEMBER ROBSON: Well, no, but I sent it out to a</p> <p>13 mass group, but it was a nice sharp, clean package, it was</p> <p>14 well done. Clean Elections gave it to me said who, what,</p> <p>15 when where, why's and how's. It wasn't anything, you</p> <p>16 know -- audit turned out a lot of people to watch.</p> <p>17 MEMBER LANDRUM TAYLOR: Nice.</p> <p>18 MS. ROBERTS: Yeah, I'll -- just to help facilitate</p> <p>19 the discussion and -- and again provide just informative</p> <p>20 information since I'm not speaking as a group member here,</p> <p>21 but to the point about showcasing what the reach is, right,</p> <p>22 time is valuable for these candidates, and I think that is</p> <p>23 something we did very successfully with our statewide</p> <p>24 debates and our partnership with the Arizona Broadcasters</p> <p>25 Association and the Arizona Newspaper Association, we were</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">86</p> <p>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  Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">87</p> <p>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  Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">88</p> <p>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  Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">89</p> <p>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.  Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">90</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">91</p> <p>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.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">92</p> <p>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</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">93</p> <p>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.</p> <p style="text-align: right;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>



<p style="text-align: right;">94</p> <p>1 Sorry.</p> <p>2 MS. ROBERTS: Well, I know we have a few more</p> <p>3 minutes, so there's still time for -- for discussion. I</p> <p>4 think we've talked about -- a lot about, you know, how to</p> <p>5 prep candidates and explain the reach that these debates</p> <p>6 will have, so I don't know if there's any other thoughts on,</p> <p>7 you know -- I think we got a lot into why the candidate</p> <p>8 participated; and then when the candidate exits, when it's</p> <p>9 all said and done, you know, how do we ensure that they</p> <p>10 feel, okay, they got a fair shake, you know, they felt good,</p> <p>11 like their opponent didn't monopolize the time, the</p> <p>12 moderator was, you know, fair in -- in speaking time and</p> <p>13 asking fair questions or, you know, how did they walk</p> <p>14 away -- how does the candidate walk away feeling successful</p> <p>15 in terms of what we can do and obviously not their -- their</p> <p>16 performance themselves?</p> <p>17 MEMBER ROBSON: Being -- being -- being a former</p> <p>18 candidate and participating in debates, I can honestly --</p> <p>19 and I mean, you may not want to hear this but you're neutral</p> <p>20 so it's okay, I felt -- I didn't feel entirely good about</p> <p>21 when I was done from them, not from the standpoint that I</p> <p>22 didn't do well, it was from the standpoint that I didn't get</p> <p>23 enough time. When there are six other, seven other people,</p> <p>24 it -- it -- it didn't give me time. It just didn't give me</p> <p>25 time and I don't think the issues were able to be vetted or,</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">95</p> <p>1 you know, come out.</p> <p>2 And, again, I said running for two different</p> <p>3 offices and having those people sit there and then go down a</p> <p>4 line or whatever and go back and whatever now we have -- now</p> <p>5 we're doing in a line, you know: Bob, what do you think,</p> <p>6 okay, you got two minutes; Jim, what do you think? It</p> <p>7 doesn't -- it didn't -- it wasn't really a debate; it was</p> <p>8 more like ask the next question.</p> <p>9 UNIDENTIFIED MALE: Did you feel that way after the</p> <p>10 primary and the general debates or particularly the primary</p> <p>11 ones?</p> <p>12 MEMBER ROBSON: Well, I mean, when I'm answering</p> <p>13 questions that really have nothing to do with, again, Paul</p> <p>14 Boyer mentioned this in the other group, the last -- when</p> <p>15 I'm answering question had nothing to do with what I'm</p> <p>16 running for office about.</p> <p>17 And then the moderator, because my skill set may</p> <p>18 have been better than the other guys because I was in the</p> <p>19 legislature and the guy running against me, was sort of</p> <p>20 trying to help my opponent. I was -- you know, help them</p> <p>21 along. And that -- and that's natural because, you know,</p> <p>22 I'm able to answer the question, the other person may not be</p> <p>23 able to.</p> <p>24 But I didn't -- I felt that the distinct -- you</p> <p>25 needed to separate -- and I said this earlier, separate the</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">96</p> <p>1 offices because they are different.</p> <p>2 I don't know, Constantin, you prepare candidates</p> <p>3 for it, what are your -- what are your views?</p> <p>4 MEMBER QUERARD: Agreed. I mean, when you're in a</p> <p>5 debate you're trying to score points or you're trying not to</p> <p>6 give points away. I mean, are you on -- are on you offense</p> <p>7 are you on defense? You know, how many candidates for how</p> <p>8 many seats; are you running as teams because this is State</p> <p>9 House race and you've teamed up with somebody.</p> <p>10 I mean, there's just -- there's just a lot of</p> <p>11 dynamics to it.</p> <p>12 What was that?</p> <p>13 (No response.)</p> <p>14 MEMBER QUERARD: How much time do we have and do</p> <p>15 you guys want me to summarize what I think we have so you</p> <p>16 guys can tell me if I'm missing something?</p> <p>17 MEMBER KLINE: Go for it.</p> <p>18 MS. ROBERTS: I think we have about two minutes.</p> <p>19 MEMBER QUERARD: Okay. Can- -- basically we're</p> <p>20 trying to figure out how to make it rewarding for</p> <p>21 candidates. Can Clean Elections package the Clean Elections</p> <p>22 product in such a way the candidates can share it after the</p> <p>23 fact and before the fact, so promotional materials that are</p> <p>24 shareable to encourage attendee -- or viewers; or finished</p> <p>25 products afterwards.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">97</p> <p>1 The goal is to increase the number of viewers</p> <p>2 'cause the more people watching, the more people that will</p> <p>3 watch it, the more valuable it is to candidates, the more</p> <p>4 likely they are to participate.</p> <p>5 Clean Elections should let candidates know how many</p> <p>6 viewers watched previous debates as a way of encouraging</p> <p>7 candidates to participate so that they know that there's not</p> <p>8 18 people that are going to see, but 1,800 people that are</p> <p>9 going to see this.</p> <p>10 Letting the candidates know the topics in the</p> <p>11 advance, or at least most of the topics in advance, helps</p> <p>12 them to know that the topics they want to talk about will be</p> <p>13 discussed.</p> <p>14 There were some additional ideas. One is to</p> <p>15 consider separating Republican and Democrat primary debates</p> <p>16 because viewers will be seeing just the race they want to</p> <p>17 see and the topics can be better customized to the race, to</p> <p>18 the candidates, and to the audience.</p> <p>19 We also want reliable moderators, they encourage</p> <p>20 participation because you know you're going to get a fair</p> <p>21 shake. And one idea was to consider inviting the parties to</p> <p>22 select debate moderators for the primary debates because</p> <p>23 they'd be less likely to be biased or perceived as biased,</p> <p>24 and they've have a better sense of what issues are most</p> <p>25 important to the viewers and the candidates.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">98</p> <p>1           What else did I miss or what else should I put in</p> <p>2 here?</p> <p>3           MS. ROBERTS: We have just a few more seconds, but</p> <p>4 I thought that sounded great.</p> <p>5           And, again, I'm very grateful for all of this.</p> <p>6</p> <p>7                               * * *</p> <p>8</p> <p>9           (BREAKOUT GROUP B - 11:23 A.M.)</p> <p>10          MR. XOLA: We are back.</p> <p>11          Still recording, okay. We're good.</p> <p>12          Thank you, Tom, you did an excellent job on that,</p> <p>13 that was great.</p> <p>14          MR. COLLINS: I don't know if we have the same</p> <p>15 folks in this as we had before, I can't quite tell.</p> <p>16          MR. XOLA: Oh, yeah, no. We're a little mixed up</p> <p>17 with this one. Okay, that's fine. There's some different</p> <p>18 faces in here, some same ones.</p> <p>19          Okay, well, we can get started. Again, I'm Avery</p> <p>20 Xola, the Voter Education Manager and, of course our</p> <p>21 Executive Director Tom Collins is also here with us.</p> <p>22          We have a few questions but -- who's the</p> <p>23 spokesperson? Are we -- are we keeping Tom or is someone</p> <p>24 else would like to step up to the plate?</p> <p>25          MR. COLLINS: Well, now that Tara and I are on in</p> <p style="text-align: center;">Miller Certified Reporting, LLC</p> <p style="text-align: center;">www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">99</p> <p>1          the same room now, so I think Tara has to do it.</p> <p>2          MEMBER JACKSON: That's fine, whatever you want me</p> <p>3 to do. Is that like voluntold? Is that the word for that?</p> <p>4          MEMBER SIMPSON: I was going to voluntold you; you</p> <p>5 did a great job last time.</p> <p>6          MR. XOLA: Yeah, you did an excellent job.</p> <p>7          MR. COLLINS: Whatever works. We only have a --</p> <p>8 Gina has us on a...</p> <p>9          MR. XOLA: Okay, yeah. Okay, so our first -- first</p> <p>10 question to the group would be: Why would a candidate agree</p> <p>11 to a debate? Like what is some pros and cons to, I guess,</p> <p>12 agreeing to a debate?</p> <p>13          MEMBER SIMPSON: I -- Paul has his hand up.</p> <p>14          MR. XOLA: Oh. Yes. Go ahead, Paul. I'm sorry.</p> <p>15          MEMBER BOYER: Yeah. So it's a struggled to get</p> <p>16 candidates there sometimes, so just to make sure that every</p> <p>17 candidate gets a fair shake, and so that way if candidates</p> <p>18 feel confident going in that they'll be able to get their</p> <p>19 opinions out there and not just an unfair moderator.</p> <p>20          Somebody pointed out in the last session, that it</p> <p>21 typically tends to be one party that -- that shows up; and</p> <p>22 I've always thankfully showed up as far as I can recall,</p> <p>23 even though I was in the minority. So just making sure</p> <p>24 that, yeah, the moderator is fair.</p> <p>25          And then, again -- and I mentioned this in the last</p> <p style="text-align: center;">Miller Certified Reporting, LLC</p> <p style="text-align: center;">www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">100</p> <p>1          discussion, but that relative to the question and the nature</p> <p>2 of the topic that you're able to actually just expound your</p> <p>3 views.</p> <p>4          MR. XOLA: Okay. Thank you.</p> <p>5          Oh, did you freeze up there?</p> <p>6          I think he froze up a little bit.</p> <p>7          Mr. Fowler, Reynaldo, go ahead. I see you have</p> <p>8 your hand raised -- or no?</p> <p>9          Ms. Jackson --</p> <p>10          MEMBER FOWLER: Thanks, Avery. Okay. So I think</p> <p>11 someone had mentioned about some of the candidates have not</p> <p>12 shown up for debates, and I think if they're safe districts</p> <p>13 they don't show up; and also I think there are topics, I --</p> <p>14 I have gone to a couple debates around disability issues,</p> <p>15 and you can pretty much guarantee what party will show up</p> <p>16 for the debate because they thought the topic itself was</p> <p>17 biased.</p> <p>18          And so how do you -- how do you -- how do you deal</p> <p>19 with that? And it specific, it was around</p> <p>20 disability-related issues. And so I think, you know,</p> <p>21 candidates need to understand that all issues have different</p> <p>22 a perspective and they are not owned by one political</p> <p>23 perspective; and I think it's helpful that they may give a</p> <p>24 different perspective that might necessarily -- might not be</p> <p>25 popular to that group, but I think it's important because I</p> <p style="text-align: center;">Miller Certified Reporting, LLC</p> <p style="text-align: center;">www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">101</p> <p>1          think it's pretty disrespectful that candidates just don't</p> <p>2 show up because of a specific topic or demographic of a</p> <p>3 person.</p> <p>4          I've seen that happen too, where candidates don't</p> <p>5 show up because it might be a certain demographics and that</p> <p>6 demographics don't necessarily maybe vote for them, but I</p> <p>7 think we want to encourage candidates to even go into those</p> <p>8 settings where there's traditional settings that may not be</p> <p>9 a safe setting for them.</p> <p>10          So that's kind of my -- of my two cents on this.</p> <p>11          MR. XOLA: Thank you. Thank you.</p> <p>12          MEMBER ROBSON: Have -- oh.</p> <p>13          MR. XOLA: No, go ahead. Please.</p> <p>14          MR. KARP: Having participated in a couple of these</p> <p>15 debates as a candidate, you won't get people/candidates to</p> <p>16 come unless they're forced to come if they're running Clean,</p> <p>17 or they're the minority party in an legislative district,</p> <p>18 unless you get everybody to participate and you do that by</p> <p>19 advertising and getting the information out of the debate</p> <p>20 results to more platforms.</p> <p>21          People will decide to come when they think that</p> <p>22 everything is going to be out there all over. And I think</p> <p>23 particularly for down-ballot candidates like in a rural</p> <p>24 county where I am running for state legislature, we get very</p> <p>25 little press coverage and we got very little press coverage</p> <p style="text-align: center;">Miller Certified Reporting, LLC</p> <p style="text-align: center;">www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">102</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">103</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">104</p> <p>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,</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">105</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

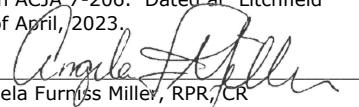

<p style="text-align: right;">106</p> <p>1 you're running, you're trying to break through to an  2 audience, you have very limited funds, you're trying to get  3 in front of people. So if you get more people watching then  4 it becomes harder to skip, but if you do skip there's a  5 bigger price to pay.</p> <p>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.</p> <p>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."</p> <p>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.</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">107</p> <p>1 MR. XOLA: Thank you.</p> <p>2 MEMBER SIMPSON: That's a good point, there's never  3 enough advertising.</p> <p>4 I had a second point, I'm sorry, Avery, to  5 interrupt.</p> <p>6 MR. XOLA: No, go ahead.</p> <p>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?</p> <p>15 MR. XOLA: Thank you, Lisa. Thank you.</p> <p>16 Member Miller, please, if you have any comments.</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">108</p> <p>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?</p> <p>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.</p> <p>10 MR. KARP: I -- I'd like to follow up on that if I  11 can.</p> <p>12 MR. XOLA: Yeah, sure Bob.</p> <p>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.</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">109</p> <p>1 one of the big problems is they're not having a good  2 experience.</p> <p>3 MR. XOLA: All right, thank you. Thank you.</p> <p>4 I think we have time for, like, one more question.</p> <p>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?</p> <p>8 You can -- you can take this Bob since I have you  9 already on right now.</p> <p>10 MR. KARP: Okay. Take a lot of downers -- no.</p> <p>11 Learn to speak to the issue and to be succinct and  12 to not tell personal stories.</p> <p>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.</p> <p>18 (Member De Los Santos leaves at 11:47 a.m.)</p> <p>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.</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC  www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">110</p> <p>1 would just say no lightning rounds.</p> <p>2 No -- don't make it a game show: You have one</p> <p>3 answer, you have one second to answer, we're going to ask</p> <p>4 you ten hard questions. That -- that doesn't make</p> <p>5 candidates want to participate.</p> <p>6 MR. XOLA: Thank you. Thank you.</p> <p>7 My dog is in the background going crazy, but let's</p> <p>8 do one more question.</p> <p>9 What will come as a surprise during the debate for</p> <p>10 a candidate which is usually a bad thing, but what is --</p> <p>11 what would come as a surprise for a candidate do you think</p> <p>12 and in a having a debate with Clean Elections?</p> <p>13 MEMBER MCLEOD: If the rules weren't followed.</p> <p>14 MEMBER SIMPSON: The dreaded lightning round.</p> <p>15 MR. XOLA: You said the lightning round?</p> <p>16 MEMBER SIMPSON: The lightning round, yeah. I</p> <p>17 think -- I think unexpected questions or controversial</p> <p>18 questions, right?</p> <p>19 MR. XOLA: Controversial questions.</p> <p>20 Anyone else that have an experience with any -- any</p> <p>21 surprises during a debate or...</p> <p>22 MEMBER ROBSON: A rowdy audience.</p> <p>23 MR. XOLA: Rowdy audience.</p> <p>24 MEMBER MCLEOD: I once saw a candidate in a Clean</p> <p>25 Elections debate say: "Don't vote for me, don't vote,</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">111</p> <p>1 voting is immoral."</p> <p>2 MR. XOLA: That's a surprise, yeah.</p> <p>3 All right. We got like two -- okay. What would a</p> <p>4 candidate expect from a moderator? So if you had your</p> <p>5 perfect moderator, what would that moderator look like and</p> <p>6 act like?</p> <p>7 Any -- oh, Member Fowler. You beeped in.</p> <p>8 MEMBER FOWLER: Okay. Avery, I think really during</p> <p>9 these debates I think we really look at for the last couple</p> <p>10 years people have a tendency to come on these debates and</p> <p>11 say things that are not true, and I think what would be</p> <p>12 really helpful that if we have those moderator check those</p> <p>13 people. But I think right now people are just not</p> <p>14 necessarily being really straight and truthful about a lot</p> <p>15 of things, and -- and that sometimes I see people are not</p> <p>16 necessarily challenged on that. So that -- that -- I think</p> <p>17 that's important.</p> <p>18 I just feel that integrity, when you allow people</p> <p>19 to get on these debates and say things and -- and you do not</p> <p>20 check them, it really questions the integrity of the debate</p> <p>21 and the whole process itself.</p> <p>22 So that's just kind of my two cents.</p> <p>23 MEMBER BOYER: I'd say when you don't know the</p> <p>24 political affiliation of the moderator after the debate is</p> <p>25 wonderful.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">112</p> <p>1 MR. XOLA: Good point. Good point.</p> <p>2 Member Simpson, if you would like to address that.</p> <p>3 Thank you.</p> <p>4 MEMBER SIMPSON: Right on the -- on the moderator,</p> <p>5 but I think it's important to make sure that we're getting</p> <p>6 moderators in districts that are familiar with that</p> <p>7 district's problem so they can -- they can do almost live</p> <p>8 fact checking and knowing -- knowing what's going on.</p> <p>9 You know it's hard to have a guy from Sierra Vista</p> <p>10 moderating a debate in --for Flagstaff because they're not</p> <p>11 going to be familiar with -- with some of the issues.</p> <p>12 MR. XOLA: All right. Thank you, Mr. Boyer.</p> <p>13 (Member Boyer leaves at 11:51 a.m.)</p> <p>14 MR. XOLA: We have like a few more seconds. Any</p> <p>15 other last comments just in general about the debate process</p> <p>16 or...</p> <p>17 MEMBER MCLEOD: I think it came out in the last</p> <p>18 discussion as well that, you know, there's a lot of respect</p> <p>19 for journalist moderators who are very familiar with the</p> <p>20 facts and can -- and can, you know, ask the right follow-up</p> <p>21 question, ask -- phrase the question in a way that, you</p> <p>22 know, the person can't give their standard talking points.</p> <p>23 So maybe if there were a way to like pair up that journalist</p> <p>24 moderator with, like, a fact checker who could like live be</p> <p>25 maybe providing some information and some background who can</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">113</p> <p>1 do some research why the moderator is moderating, and just</p> <p>2 kind of help elevate the factual integrity, to use</p> <p>3 Mr. Fowler's word, of the whole enterprise. That -- that</p> <p>4 could be useful.</p> <p>5 MR. XOLA: I kind of like it.</p> <p>6</p> <p>7 * * *</p> <p>8</p> <p>9 (GENERAL SESSION - 11:52 A.M.)</p> <p>10 CHAIRMAN KIMBLE: Okay. Are we all back together</p> <p>11 now?</p> <p>12 Okay. Can we hear from the spokesperson for</p> <p>13 Group A?</p> <p>14 And for purposes of making this clear, Tom, is that</p> <p>15 you again?</p> <p>16 MR. COLLINS: Yeah, except we -- I -- I hoisted</p> <p>17 this on Tara.</p> <p>18 CHAIRMAN KIMBLE: Oh. Okay.</p> <p>19 MEMBER JACKSON: Thanks for that, Tom.</p> <p>20 MR. COLLINS: Well, I mean, if you would like me to</p> <p>21 do it, I took notes.</p> <p>22 MEMBER JACKSON: No, that's okay. I got it.</p> <p>23 Candidates often decline to participate in debates</p> <p>24 citing the perceived bias of the moderator. They also say</p> <p>25 there's little to gain and much to lose by attending a Clean</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

<p style="text-align: right;">114</p> <p>1 Elections debate, especially if they say the wrong thing and 2 it's taped.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>20 I had one more note to make -- oh. Last one. Here 21 it is.</p> <p>22 It is also important for candidates to realize that 23 the purpose of the debate is also for them to learn.</p> <p>24 Tom, I don't know if you have anything else you 25 wanted to add from your notes.</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">115</p> <p>1 MR. COLLINS: Let's see.</p> <p>2 MEMBER QUERARD: Expecting that up to my 3 presentation.</p> <p>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.</p> <p>9 I don't think I have anything else to add.</p> <p>10 CHAIRMAN KIMBLE: Okay. Thank you.</p> <p>11 And Constantin, you were the spokesperson for the 12 other group.</p> <p>13 MEMBER QUERARD: Yes. I was -- I was our group's 14 Tara. She set the example the first time through.</p> <p>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.</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>
<p style="text-align: right;">116</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>	<p style="text-align: right;">117</p> <p>1 candidates in that party because it's -- it's their party.</p> <p>2 That was it for -- that was it for Group B.</p> <p>3 CHAIRMAN KIMBLE: Okay. Thank you very much.</p> <p>4 Some interesting suggestions from both groups, some 5 overlap but also a lot of differing viewpoints.</p> <p>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.</p> <p>10 Do I have that right, Rodd, for -- for Clean 11 Elections?</p> <p>12 (No response.)</p> <p>13 CHAIRPERSON KIMBLE: Gina?</p> <p>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.</p> <p>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.</p> <p>25 MEMBER MCLEOD: And you said something like 95</p> <p style="text-align: center;">Miller Certified Reporting, LLC www.MillerCertifiedReporting.com</p>

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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