



Print Debate



Universal Print Debate Terms

These terms serve as guidelines for campaigns to engage in a Print Debate. This document is full public disclosure of the proprietary Print Debate model. All debates, traditional (newspapers and magazines) and online, will adhere to these terms. These terms and protocols are addressed online at www.printdebate.com and are also discussed in their entirety in this document.

The publication of these terms is protected under Copyright law.

Introductions to Print Debate

The Print Debate Center will introduce the concept of a Print Debate to many election races as a non-partisan facilitator of political dialogue. The Print Debate Center is non-partisan. For example, if a letter seeking participation is sent, it will be sent to all qualifying Candidates on the same day. If a call is placed to a campaign manager of one campaign, it is placed to the campaign managers of all other qualifying campaigns on the same day. To be eligible to participate in a Print Debate, a candidate must be authorized by political parties who registered more than 5% in the previous election or have obtained at least 15% support in recent reputable polls.

A campaign may directly contact The Print Debate Center regarding their interest in a Print Debate. Upon receiving this request, The Print Debate Center will then make all necessary efforts to contact all other qualifying Candidates in the race, introducing the campaigns to Print Debate.

Issuing a Print Debate Challenge

If all qualifying Candidates agree to a Print Debate, campaigns and Print Debate Center officials proceed to plan the debate.

If not all campaigns indicate an interest in a Print Debate, a Print Debate Challenge is then issued by the interested campaign(s) to all other uninterested campaign(s). A challenge statement is sent directly to opponent(s), with a copy of the letter sent to The Print Debate Center. The Center will acknowledge the challenge with a letter to all qualifying candidates and post all letters on *printdebate.com*. Challenged candidates have fourteen calendar days from the date of the Print Debate letter to respond to the challenge (deadline: 5pm PST or PDT when in effect). In that timeframe, The Print Debate Center will make all necessary efforts to contact all challenged campaign(s) to determine their interest in a Print Debate.

If the challenge is accepted, the planning of the debate begins. If a challenged campaign is uninterested or does not respond by the deadline, the Candidate that committed in writing to a Print Debate is then able to tell the electorate that his opponent is **not** interested in providing substantive political dialogue for the electorate. This can prove to be a powerful tactic with the electorate as a rejected Print Debate Challenge may be perceived as a sign that a Candidate does not want to clearly communicate his or her plans and policies

After a Print Debate Challenge is rejected, the interested Candidate can still proceed with a Print Debate for publication in newspapers, magazines and online. While such a Print Debate would have no interaction between the Candidates, the interested Candidate may find it valuable to publish a Print Debate with only his or her statements. This would further show to the electorate a Candidate's strong desire to communicate with the public and disclose the Candidate's plans and policies for the elected office.

Accepting a Print Debate Challenge – Steps to an Active Print Debate

Once all qualifying Candidates agree to a Print Debate, campaigns and Print Debate Center officials proceed to plan the debate. A four round Print Debate rolls out over four successive weeks. There are exactly 7 calendar days between rounds.

Before commencing a debate, three issues should be agreed upon by participating campaigns: length, distribution model and publication dates. However, if no agreement takes place, the standard Print Debate structure will be used. Print Debate Center officials will work as a liaison between the participating campaigns to reach an agreement. During this period, participating campaigns will receive information and guidance from Print Debate Center officials on the submission process and tools pertaining to the construction of a Print Debate.

Distribution Protocols for a Traditional Print Debate

The Print Debate Center serves as a liaison between periodicals and Candidates in placing an active Print Debate into a newspaper. Newspapers and magazines can publish a Print Debate in either of two formats:

ROP: Run of Press. A Print Debate offered within the body of a print media.

FSI: Free Standing Insert. A Print Debate inserted into a section of the print media.

The Print Debate Center has relationships with newspapers and magazines nationwide and is prepared to work with campaigns to fit a Traditional Print Debate into a specific format (length, size, shape, price and publication plan) that is acceptable to a campaign. The Print Debate Center serves as an intermediary between multiple campaigns to forge an agreement on the publication of a Traditional Print Debate.

Distribution Protocols for an Online Print Debate


The Print Debate Center produces Adobe PDF documents to easily distribute active Print Debates online. The text of an active online Print Debate is also displayed in text on www.printdebate.com.

Online Print Debates can be placed available for download on a candidate's site and other affiliated sites (e.g. political party website). The Print Debate Center is also available to serve as a liaison between Candidates and other online sites (e.g. newspaper websites) in exploring further distribution of an active Print Debate.

The Print Debate Template

Print Debates have one universal template. The template, illustrated below, contains a masthead, document header, column headers and columns A & B.

- The masthead contains branding from The Print Debate Center.
- The document header contains the names of participating Candidates, identification of electoral campaign, the election date, the designated round of the debate and the publication date of the round.
- The column headers indicate what topic is addressed in that particular column.

			
Candidate A, Party Affiliation, vs. Candidate B, Party Affiliation Identification of Campaign		Election Date: Month, Day, Year	
Print Debate		Round One	
Date of Round		Date of Round	
Candidate A's Plans and Policies		Candidate B's Plans and Policies	
Candidate A's Photo	Candidate A sets forth a number of Plans and Policies that the Candidate plans to initiate or pursue when elected.	Candidate B's Photo	Candidate B sets forth a number of Plans and Policies that the Candidate plans to initiate or pursue when elected.

Print Debate Terms

The Print Debate Terms detail the form of a Print Debate. Placement for each topic and the flow between rounds of a Print Debate is below.

1.0 Round One

1.1 Round One contains the following topics, addressed by each Candidate:

- 1.1.1 Plans and Policies Statements. Each Candidate will elaborate on their approach to the issues facing the office. Each Plan and Policy statement will contain an introductory heading.
- 1.1.2 Question Set #1 – Candidate Questions. Each Candidate will set forth up to seven (7) questions for the opponent to answer in Round 2.

1.2 Round One will flow in the following order:

1.2.1 Page 1, column 1 contains Candidate A's Plans and Policies statement.

Page 1, column 2 contains Candidate B's Plans and Policies statement.

The column headers will state "Candidate's A's Plans and Policies" and "Candidate B's Plans and Policies."

The top left corner of each Page 1 column will contain a 1.5 inch x 1.5 inch Candidate picture.

Each Plan and Policy statement will contain an introductory heading.

If Candidate A's Plans and Policies exceed the column one, the text will continue in columns one and two on page two.

If Candidate B's Plans and Policies exceed column two, the text will continue in columns one and two on the consecutive template pages following Candidate A's Plans and Policies.

1.2.2 Following the conclusion of both Candidates' Plans and Policies, Question Set #1 – Candidate Questions begins.

The column headers will state "Candidate A's Questions to Candidate B" and "Candidate B's Questions to Candidate A"

If Candidate A's Questions exceed the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate B's Questions exceed the second column, the text will continue in columns one and on the consecutive template pages following the last of Candidate A's Questions.

1.3 Round One will be distributed in a manner agreed upon by all participants prior to the beginning of the Print Debate. Distribution factors include: date, length and venue.

2.0 Round Two

2.1 Round Two contains the following topics, addressed by each Candidate:

- 1.1.1 Response to opponent's plans & policies. Each Candidate has the opportunity to share with the electorate what they think of their opponent's plans & policies.
- 1.1.2 Answers to Question Set #1 – Candidate Questions. Each Candidate will answer the questions published in round one.
- 1.1.3 Question Set #2 – Third Party Questions. On the Round One publication date, Candidates will be given Question Set #2. These questions can come from the electorate directly through submission on printdebate.com or from a recognized non-partisan group. Question Set #2 may be determined by submissions from the electorate on the Print Debate website. Five identical questions directed to each Candidate will be selected for Question Set #2. Each question will be displayed and answered.

1.2 Round Two will flow in the following order:

- 1.2.1 Page 1, column 1 contains Candidate B's Response to Candidate A's Plans, Policies and Initiatives.

Page 1, column 2 contains Candidate A's Response to Candidate B's Plans, Policies and Initiatives.

The column headers will state "Candidate B's Responds to Candidate A's Plans and Policies." and "Candidate A's Responds to Candidate B's Plans and Policies."

The top left corner of each Page 1 column will contain a 1.5 inch x 1.5 inch Candidate picture.

If Candidate B's Response exceeds column one, the text will continue in columns one and column two on page two.

If Candidate A's Response exceeds column two, the text will continue in columns one and two on the consecutive template pages following Candidate B's

- 1.2.2 Following the conclusion of both Candidates' Responses, Answers to Question Set #1 – Candidate Questions begins.

The column headers will state "Candidate B's Responses to Candidate A's Questions" and "Candidate A's Responses to Candidate B's Questions"

If Candidate B's Answers exceed the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate A's Answers exceed the second column, the text will continue in columns one and two on the consecutive template pages following the last of Candidate B's Answers.

- 2.2.3 Following the conclusion of both Candidates' Answers to Question Set #1, display of Question Set #2 (and answers) - Third Party Questions begins.

The column headers will state "Candidate B's Answers to ____ (e.g electorate, non-partisan group) Questions" and "Candidate A's Answers to ____ Questions"

If Candidate B's Questions & Answers exceed the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate A's Questions & Answers exceed the second column, the text will continue in columns one and two on the consecutive template pages following the last of Candidate B's Answers.

- 2.3 Round Two will be distributed one week following Round One in a manner agreed upon by all participants prior to the beginning of the Print Debate.

3.0 Round Three

- 3.1 Round Three contains the following topics, addressed by each Candidate:

- 1.1.1 Defense of Plans and Policies. Each Candidate has the opportunity to address an opponent's response to his own plans & policies by providing a rebuttal to an opponent's response to the initially stated plans & policies.
- 1.1.2 Response to opponent's Answers to Question Set #1 and Question Set #2. Each Candidate can address any of an opponent's answers to questions presented thus far in the debate.
- 1.1.3 Question Set #3 – Third Party Questions. On the Round Two publication date, Candidates will be given Question Set #3. These questions can come from the electorate directly through submission on printdebate.com or from a recognized non-partisan group. Question Set #3 may be determined by submissions from the electorate on the Print Debate website. Five questions directed to each Candidate will be selected for Question Set #3 – two identical and three custom for each Candidate.
** This question set can be left out at the agreement of participating Candidates.

- 3.2 Round Three will flow in the following order:

- 3.2.1 Page 1, column 1 contains Candidate A's Defense of his/her Plans and Policies.

Page 1, column 2 contains Candidate B's Defense of his/her Plans and Policies.

The column headers will state "Candidate A's Defense of his/her Plans and Policies" and "Candidate B's Defense of his/her Plans and Policies."

The top left corner of each Page 1 column will contain a 1.5 inch x 1.5 inch Candidate picture.

If Candidate A's Defense exceeds column one, the text will continue in columns one and column two on page two.

If Candidate B's Defense exceeds column two, the text will continue in columns one and two on the consecutive template pages following Candidate A's Defense.

- 3.2.2 Following the conclusion of both Candidates' Defense, Responses to opponent's Answers to Question Set #1 and Question Set #2 begins.

The column headers will state "Candidate A's Response to Candidate B's Answers to the Questions Sets" and "Candidate B's Response to Candidate A's Answers to the Questions Sets"

If Candidate A's Response exceeds the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate B's Response exceeds the second column, the text will continue in columns one and two on the consecutive template pages following the last of Candidate B's Answers.

- 3.3.3 Following the conclusion of both Candidates' Response to opponent's Answers to Question Set #1 and Question Set #2, display of Question Set #3 – Third Party Questions begins.

The column headers will state "Candidate B's Answers to ____ (e.g electorate, non-partisan group) Questions" and "Candidate A's Answers to ____ Questions"

If Candidate A's Questions & Answers exceed the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate B's Questions & Answers exceed the second column, the text will continue in columns one and two on the consecutive template pages following the last of Candidate A's Answers.

- 3.3 Round Three will be distributed one week following Round Two in a manner agreed upon by all participants prior to the beginning of the Print Debate.

4.0 Round Four

- 4.1 Round Four contains the following topics, addressed by each Candidate:

- 1.1.1 Final Comments to topics raised in Plans and Policies Statements and Question Sets. Each Candidate can address any of an opponent's answers or rebuttals to questions, plans and policies presented thus far in the debate.
- 1.1.2 Candidate Closing Statements. Further Defense of Plans and Policies and overall final opportunity to state why a Candidate believes he/she is best for the job.
- 1.1.3 Five Goals for the Life of the Term. Each Candidate will list 5 goals and provide brief support for each goal.

- 4.2 Round Four will flow in the following order:

- 4.2.1 Page 1, column 1 contains Candidate B's Final Comments.

Page 1, column 2 contains Candidate A's Final Comments.

The column headers will state "Candidate B's Final Comments on Candidate A's Platform" and "Candidate A's Final Comments on Candidate B's Platform."

The top left corner of each Page 1 column will contain a 1.5 inch x 1.5 inch Candidate picture.

If Candidate B's Final Comments exceeds column one, the text will continue in columns one and column two on page two.

If Candidate A's Final Comments exceeds column two, the text will continue in columns one and two on the consecutive template pages following Candidate B's Final Comments.

- 4.2.2 Following the conclusion of both Candidates' Final Comments, Closing Statements begin.

The column headers will state “Candidate B’s Closing Statement” and “Candidate A’s Closing Statement.”

If Candidate B’s Closing Statement exceeds the first column, the text will continue in columns one and two on the following consecutive template pages.

If Candidate A’s Closing Statement exceeds the second column, the text will continue in columns one and two on the consecutive template pages following the last of Candidate B’s Answers.

- 4.2.3 Included within both Candidates’ Closing Statement is a display of each Candidate’s “Top Five Goals for The Life of the Term.”

The column headers will state “Candidate B’s Top Five Goals for The Life of the Term” and “Candidate A’s Top Five Goals for The Life of the Term”

- 3.3 Round Four will be distributed one week following Round Three in a manner agreed upon by all participants prior to the beginning of the Print Debate.