



# The Takeaways

Topic: Election Coverage

Date: May 15, 2014

1. Contact information for **Bob Young**, one of our roundtable panelists:

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2. From Mike Brower, senior director of production operations at KET, their criteria for inviting candidates to participate in their various public affairs programs:



## Candidate Invitation Criteria 2014 Primary and General Elections

KET producers decide who is invited to appear on its *Kentucky Tonight*, *One to One*, and *Connections* programs based on good faith journalistic judgment and on what we believe will best serve, and interest, our viewers.

Incumbents in all races will be invited to appear regardless of meeting the following criteria.

A candidate will be invited to appear on a KET public affairs program the candidate can demonstrate that he/she satisfies the following two criteria:

1. **He/she is a Kentucky resident and a “legally qualified candidate” under FCC guidelines (based on the following):**

Has publicly announced his/her intention to run for office, is qualified under applicable law to hold the office, and has qualified for a place on the ballot, or

Has publicly committed to seeking election by the write-in method and documents that he/she is conducting an active campaign.

2. **He/she meets at least one of the following four criteria:**

The candidate has made public position statements on political issues (*e.g.*, in press releases, campaign brochure, speeches, or other public statements);

The candidate or the candidate's campaign maintains an active website devoted to the campaign that addresses issues related to the race in which the candidate is running;

The candidate has accepted at least \$10,000 in contributions for the current election (as documented in Federal Election Commission reports available at [www.fec.gov](http://www.fec.gov) for federal candidates or equivalent campaign finance disclosure information for state or local candidates);

The candidate has received five percent (5%) or more of support for the current election in a professionally conducted public opinion survey by an independent political pollster.

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2. From Tom Posey, director of public media at South Carolina ETV, their policy for candidate participation in broadcast debates:



## ETV Debate Policy 2014

A vital part of ETV's mission is advancing good citizenship by producing and broadcasting quality local public affairs programming about South Carolina, including select candidate debates. ETV, at its sole editorial discretion, decides which race or races to offer debates on its statewide network. The following clarifies ETV's commitment to a fair and balanced process for debate invitations.

ETV uses pre-established objective criteria in selecting candidates for its debates as allowed by the Supreme Court decision of *Arkansas v. Forbes* in 1998. For all debates ETV adopts the Federal Election Commission rule requiring federal debates must include at least two candidates, and debate sponsors must use certain "pre-established objective criteria" in selecting participating candidates. For this purpose, ETV requires a minimum of two candidates for debates. Additionally, candidates must meet certain other criteria, as noted below.

1. The candidate must be a "legally qualified candidate" under FCC guidelines, based on the following:
  - a. Has publicly announced his/her intention to run for office, is qualified under applicable law to hold office, and has qualified for a place on the ballot; or
  - b. Has publicly committed to seeking election by the write-in method and documents that he/she is conducting an active campaign, including has staffed campaign headquarters and is receiving press coverage.
2. The candidate must meet at least three of the following five criteria:
  - a. The candidate has been nominated for the current election by a political party recognized under state law;
  - b. The candidate has public position statements on at least three issues (e.g., in one or more press release, news story, campaign website, campaign brochure, speech, or other public statement);
  - c. The candidate has accepted at least \$10,000 in contributions for the current election (e.g., as documented in Federal Election Commission reports available at [www.fec.gov](http://www.fec.gov) for federal candidates or equivalent campaign finance disclosure information for state or local candidates);

- d. The candidate has received more than incidental press coverage (e.g., identification as a candidate for the current elections in at least five (5) bona fide print, online, radio, television, or cable TV news stories; and/or,
- e. The candidate has received five percent (5%) or more of support for the current election in a professionally conducted public opinion survey by an independent political pollster.

ETV believes these criteria will ensure fairness and editorial integrity for any proposed candidates' debate. Legitimate candidates will be listed on ETV's election web site, [www.sctv.org/election](http://www.sctv.org/election), to ensure candidates are not excluded. ETV will also link to a candidate's web site, if available, so prospective voters might better understand those candidates' positions.