

ATIC

Arizona Telecommunications and Information Council

A Foundation of the Governor's Strategic Partnership for Economic Development (GSPED)

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On December 14, 2004, the Final Report covering the 2004 Primary and General Election Debates for the Arizona Corporation Commission (ACC) candidates that were sponsored by the Arizona Telecommunications and Information Council (ATIC) on behalf of the Citizens Clean Elections Commission (CCEC) was submitted to the CCEC.

This document supplements that Final Report with data and material that is more relevant to the ATIC Board and which may be useful for the facilitation of future debates. As much as possible, I have tried to avoid duplicating information that is included in the Final Report submitted to the CCEC.

Here is a brief outline of the topics covered in this supplementary report.

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Key Players



Arizona Telecommunications and Information Council

Candidate Debates 2004

Arizona Corporation

General Election

October 7 2004

SPONSORS

- Arizona Telecommunications and Information Council
- Citizens Clean Elections Commission

FACILITIES

- University of Advancing Technology
- Central Arizona College

PRODUCTION AND WEB CAST

- AVNET
- Kino Communications

WEB SITE

- Dommy Media (Alan Levine)

COMMITTEE

- | | |
|--|---|
| • Oris Friesen | • Diane Bacon |
| • John Kelly | • Mike Keeling |
| • Mark Goldstein | • Albert Sterman |
| • Steve Peters | • Al Crawford |
| • Connie Eitel | • Galen Updike |
| • Patrick Clisham | • Randy Frantz |
| • Jay 'Flash' Miringoff | • Glenn Stoneman |
| • John LaGrand | • Bob Denton |
| | • Michael Cohen |
| • Pablo Felix (Spanish language translator) | • Colby Backman (Sign language translator) |
| • Juan Carlos Zazueta (Spanish language translator) | • Holly Behunin (Sign language translator) |

Primary Contacts

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Timelines and Original Budget Estimate

Memo sent on January 29, 2004:

To all of you who participated in the 2002 candidate forum/debates:

As you know, ATIC has been selected to perform one CCEC Primary Election debate and one CCEC General Election debate for the 2004 election for the statewide office of Arizona Corporation Commission (ACC). FYI the Primary Election is scheduled for September 7, 2004, and the General Election is scheduled for November 2, 2004.

I have received a hard copy of the contract for the debates. Since I don't have an electronic copy, I will summarize the important dates and requirements mentioned in the contract, along with some of the budget details that we submitted in our application. I can give each of you a hard copy at the next ATIC Board meeting in February.

Important Dates:

February 27, 2004: ATIC returns signed contract to CCEC.

March 31, 2004, 2:00 p.m.: Pre-debate meeting at CCEC meeting room, 1616 W. Adams, Phoenix.

May 3, 2004: ATIC must provide CCEC with the following information for the Primary Election:

- * Date and time of the debate (must be No Later Than (NLT) August 10, 2004)
- * Location of the debate
- * Publicity plan for the debate
- * Name of the Moderator for the debate.

June 1, 2004: ATIC must provide CCEC with the following information for the General Election:

- * Date and time of the debate (must be NLT October 15, 2004)
- * Location of the debate
- * Publicity plan for the debate
- * Name of the Moderator for the debate.

June 18, 2004: After receiving a list of candidate names from CCEC NLT June 14, ATIC will send written notices/invitations to all Primary Election ACC candidates.

NLT 3 weeks before the Primary Election debate, ATIC will send out a 2nd written notice about the debate to each ACC candidate.

NLT August 10, 2004: ATIC will conduct the Primary Election debate.

September 17, 2004: After receiving a list of candidate names from CCEC NLT September 14, ATIC will send written notices/invitations to all General Election ACC candidates.

NLT 3 weeks before the General Election debate, ATIC will send out a 2nd written notice about the debate to each ACC candidate.

NLT October 15, 2004: ATIC will conduct the General Election debate.

The total budget for both debates is approximately \$26,700. This is to include facility rental, sign language translation, videotaping, printing & postage, signage/audiovisual, publicity and staff time. CCEC will pay ATIC upon receiving receipts for costs incurred.

Here is the way we broke down the costs in our application:

An estimate for all costs for each debate breaks out as follows:

- (1) \$2000 to prepare pre- and post-debate web content -- for both debates;
- (2) \$7000 for 6 advertisements in relevant publications -- for both debates;
- (3) \$2000 for videotape duplication and distribution -- for both debates;
- (4) \$12,000 for studio production and live webcast -- for both debates;
- (5) \$3000 for post-production and web hosting of videos -- for both debates;

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(6) \$400 for press releases and publicity via PR Newswire and other outlets -- for both debates;

(7) \$300 for hospitality services for participants and attendees -- for both debates;

TOTAL: \$26,700 -- for both debates;

ATIC is committed to the following items at no budgetary cost: In-kind volunteers for committee meetings (about 400 person-hours), facilities for meetings, use of phone and AV equipment and meeting materials.

In addition ATIC hopes to garner in-kind contributions to cover in part television production and web streaming, and possibly some advertising, the details of which will be firmed up later.

We have a good bit of work to do here. I am assuming that each of you are willing to help out and that John Kelly will be the Moderator for both debates. Beyond that, most everything remains to be decided.

Cheers,

--oris

Budgeted Amount vs. Amount Spent**CLEAN ELECTION DEBATES--2004 AZ CORPORATION COMMISSION
ELECTIONS**

a/o Nov 30, 2004

STATE OF ARIZONA CITIZENS CLEAN ELECTION COMMISSION

ARIZONA TELECOM & INFORMATION COUNCIL

<u>Line Item</u>	<u>Prim Election Budget</u>	<u>Primary Actual</u>	<u>Gen Election Budget</u>	<u>General Actual</u>	<u>TOTAL Budget</u>	<u>Total Actual</u>	<u>Variance</u>
Web Content Preparation	\$1,000	\$1,156	\$1,000	\$700	\$2,000	\$1,856	\$144
Media Placement	\$3,500	\$0	\$3,500	\$1,390	\$7,000	\$1,390	\$5,610
Studio Production	\$9,000	\$7,500	\$7,000	\$8,000	\$16,000	\$15,500	\$500
Video Tape Duplication	\$1,850	\$979	\$850	\$906	\$2,700	\$1,885	\$815
Web Casting	\$1,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$0
Staff Support	\$1,500	\$2,596	\$1,500	\$1,500	\$3,000	\$4,096	-\$1,096
Press Releases	\$200	\$0	\$200	\$0	\$400	\$0	\$400
Hospitality Services	\$300	\$331	\$300	\$445	\$600	\$776	-\$176
Language Translation, Signing Support	\$500	\$290	\$500	\$340	\$1,000	\$630	\$370
Admin, Supplies, Postage	<u>\$0</u>	<u>\$151</u>	<u>\$0</u>	<u>\$585</u>	<u>\$0</u>	\$736	-\$736
Total	\$18,850	\$14,003	\$15,850	\$14,866	\$34,700	\$28,869 crossfoot:	\$5,831 \$5,831

Publicity Plan

CCEC Debates PR Outline

The ATIC has developed a multi-stage public outreach plan to advertise and draw interest in both the Primary and General Election debates for the 2004 election of the Commissioners to the Arizona Corporation Commission. This phased approach contemplates a public awareness and education campaign to be followed by direct advertisement for the scheduled event as follows:

8 weeks prior to Primary Debate

- Public Education
 - PR Newswire press release and story pitch to journalists throughout state
 - importance of ACC functions
 - significance of upcoming elections (4 of 5 seats up)
 - event Dates/Times
 - ATIC webcast capabilities
 - Educational outreach to statewide teacher associations
 - invitations to participate via webcast or in person
 - Consumer and business organization outreach announcing ATIC sponsorship of events and notice of dates/times and webcasting
- Partnership solicitation
 - Outreach to print media for joint sponsorship
 - Outreach to third parties for media funding/event sponsorship

4 weeks prior to Primary Debate

- PR Newswire release
- Email distribution advertising event among affiliated consumer groups and business organizations
- ACC Public Information Office announcement

2 weeks prior to Primary Debate

- PR Newswire release
- Work with affiliated consumer and business organization leaders to prepare editorial submissions
- Email distribution advertising event among affiliated consumer groups and business organizations

1 week prior to Primary Debate

- Paid/Partnered print advertising local newspapers/business journal
 - editorial/local section placement
- ACC Public Information Office announcement
- Editorial contributions from leaders of affiliated consumer and business organizations discussing significance of elections
- Email distribution reminding/advertising event among affiliated consumer groups and business organizations
- ACC Public Information Office announcement
- PR/Newswire and media invitations

24 hours prior to Primary Debate

- Paid/partnered print advertising local newspapers/business journal
- ACC Public Information Office announcement
- Editorial contributions from leaders of affiliated consumer and business organizations discussing significance of elections
- Email distribution reminding/advertising event among affiliated consumer groups and business organizations
- ACC Public Information Office announcement
- PR Newswire and media invitations

4 Weeks prior to General Election Debate

- Post-primary media follow-up
- PR Newswire release
- ACC Public Information Office announcement
- Email distribution announcing event among affiliated consumer groups and business organizations

2 weeks prior to General Election Debate

- PR Newswire release
- Work with affiliated consumer and business organization leaders to prepare editorial submissions
- Email distribution advertising event among affiliated consumer groups and business organizations

1 week prior to General Election Debate

- Paid/Partnered print advertising local newspapers/business journal

- editorial/local section placement
- ACC Public Information Office announcement
- Editorial contributions from leaders of affiliated consumer and business organizations discussing significance of elections
- Email distribution reminding/advertising event among affiliated consumer groups and business organizations
- ACC Public Information Office announcement
- PR/Newswire and media invitations

24 hours prior to General Election Debate

- Paid/partnered print advertising local newspapers/business journal
- ACC Public Information Office announcement
- Editorial contributions from leaders of affiliated consumer and business organizations discussing significance of elections
- Email distribution reminding/advertising event among affiliated consumer groups and business organizations
- ACC Public Information Office announcement

Post-Debate Media Follow-Up

Questions Used

Below are the scripts for the questions used in the General Election Debate.

The actual questions and the responses can be heard on the videotapes that were distributed as well as on the website at <http://atic.researchedge.com/election/acc04debate.html>.

	Question No	Question
<u>Securities</u>	1	<p>There has been a recent increase in unlicensed insurance agents selling securities in Arizona.</p> <p>What problem has this created and how should the commission deal with the issue?</p>
<u>Utilities</u> Telecom Broadband Deployment	2	<p>Recent data available from the FCC says that 93% of all zip codes in the United States have access to some form of broadband services but that only 25%-30% of homes have subscribed. Other countries have launched initiatives to increase broadband penetration – such as Korea, which is already at 50% broadband penetration.</p> <p>What are the most significant impediments to broadband deployment in Arizona and what can or should the Corporation Commission do to promote broadband?</p>
<u>Utilities</u> Telecom Competition	3	<p>One of the purposes of a public utility commission is to ensure that utilities, which are given near monopoly status in assigned geographic areas, provide good customer service at reasonable rates in the absence of a competitive market.</p> <p>Define a competitive telecommunications market. What can the Commission do to promote competitive markets and how do you handle the incumbent in a fair manner until a market can become competitive?</p> <hr/>
<u>Utilities</u> Reliability	4	<p>Last summer the northeast experienced a prolonged and far reaching blackout. Due to wildfires and substation fires Arizona has experienced brownouts, rolling blackouts and prolonged outages.</p> <p>What specific programs would you promote to ensure that we have safe and reliable access to affordable electricity?</p>

	Question No	Question
<u>Utilities</u> <u>Water</u>	5	<p>The federal government has mandated a new standard that calls for significant reductions for naturally occurring arsenic in drinking water. Many Arizona rural water companies will have a difficult time meeting these new standards.</p> <p>How can the Commission help these companies meet the new standards?</p>
<u>Pipeline</u> <u>Safety</u>	6	<p>Last summer's gasoline pipeline break, caused environmental damage, resulted in soaring gasoline prices throughout the state and generally caused panic among the gasoline buying public.</p> <p>Given the ACC's shared responsibility for pipeline safety with the federal government, what can the ACC do mitigate against future pipeline breaks?</p>
ALTERNATIVE QUESTIONS		
Plant Sites	8	<p>In a growing community, the demand for more utility services is ever increasing and requires the construction of new infrastructure. This often creates a conflict between existing residents who want to preserve their community environment and future residents who will need new services.</p> <p>What criteria do you use to decide whether a new plant or facility should be authorized over the objection of existing residents?</p>
<u>Telecom</u> <u>Universal</u> <u>Service</u>	7	<p>Universal Service means different things to different people.</p> <p>What is your definition of Universal Service and what if anything is its application to advanced telecom services?</p>

	Question No	Question
Conservation	8	<p>Power and natural gas companies make more money if their customer consumes more. They have little incentive to encourage customer to conserve or more efficiently use their services. However, with the recent APS transformer fires we saw first hand the benefits of demand side management.</p> <p>What specific programs, if any would you recommend that the ACC advocate so that utilities will encourage their customers to more efficiently use natural gas and electricity?</p>
REFERENCE QUESTIONS		
General	1	<p>The Corporation Commission operates in a quasi-judicial environment where its decision making processes are often apparent only to attorneys and understandable to a small professional class of utility attorneys.</p> <p>What do you propose to do to improve the public's understanding of Corporation Commission procedures and activities?</p>
General	2	<p>Public participation in ACC activities is rare. The format of the proceedings is not conducive to public participation. Participation is greatest at open hearings when organizations with an interest in the proceedings get individuals and other parties to attend because they support or oppose the specific issue.</p> <p>The commission has an answer line and streaming audio on the website to help keep the public informed.</p> <p>What else can the commission do to get more public participation for critical issues that affect the citizens of Arizona?</p>
General	3	<p>The Constitution empowers the Corporation Commission to regulate companies that provide a broad range of critical services.</p> <p>To what standard of success should the public hold the Commission accountable/responsible?</p>

	Question No	Question
Corporations	4	<p>The ACC’s Corporations Division requires filing of articles of incorporation for Arizona businesses and articles of organization for limited liability companies as well as not-for profit organizations. The division requires submission of a current annual report from every corporation.</p> <p>In addition to the recently launched on-line E-File feature, how can the Commission best simplify and streamline corporate filings, while supporting public access to these records through State of Arizona Public Access System (STARPAS) and other means?</p>
Utilities Private Ownership	5	<p>There seems to be a nationally emerging trend for private investment companies with no utility experience acquiring power and telecom companies: (Company sold/Acquirer) PGE/Oregon Electric Utility Company, LLC; Verizon Hawaii/Carlyle Group; UniSource/ Saguaro Utility Group L.P -- even rumors of ATT being acquired by a private investment group.</p> <hr/> <p>HOW SHOULD THE COMMISSION EVALUATE THESE PRIVATE ACQUISITIONS AND THEIR POTENTIAL IMPACT ON THE CONSUMER?</p> <hr/>
Environmental Portfolio Standard	6	<p>The ACC has required Arizona electric companies to obtain a portion of their requirements from renewable energy sources, such as solar power.</p> <p>Do you believe the Environmental Portfolio Standard is a good idea? How will consumers be affected? Should it be expanded, reduced or abandoned – how and why?</p>

Lessons Learned

While there were probably several lessons learned from this exercise, the one that stands out is the importance of advertising and publicity. While we made valiant efforts to educate people via Kids Voting and other avenues as well as reaching out to the rural communities via the Arizona Newspaper Association, our attendance could have been better. This is especially true of the General Election Debate. Perhaps a more focused and concentrated publicity campaign is needed from the outset. This is difficult to execute with a volunteer organization.

On all other counts, the debates seemed to be quite successful and well received by those who attended, either in person or electronically.