

MEMORANDUM OF UNDERSTANDING

This memorandum incorporates the Points of Understanding executed on [INSERT DATE], by the two undersigned Philadelphia mayoral campaign organizations, on behalf of themselves and their respective candidates, and sets forth their full, final and complete agreement on the rules that will govern the debates between their respective candidates in 2015.

1. **Number.** There will be four candidate debates, two in a “traditional debate” format and two in a “town hall” format. The undersigned agree that they will neither issue nor accept any challenge for additional debates, forums, town halls or any gathering of a similar nature during any of the four debates or otherwise.
2. **Dates and Locations.** The first debate will air no sooner than September 1 and the final debate will air on or before October 26 at venues and on dates and times to be agreed upon by the two campaign organizations. A media consortium and/or non-partisan non-profit organizations will sponsor the debate. A moderator and/or panelists recommended by the sponsors and agreed upon by the two campaigns will question the candidates. The venues will be open to the public. The topics shall be open-ended.
3. **Sponsor Agreement to this Memorandum of Understanding.** Sponsorship is conditioned upon agreement of the sponsor to all provisions of this Memorandum of Understanding. In the event that a sponsor does not accept in writing the conditions of sponsorship set forth in this agreement, representatives of the two candidates will immediately use their best efforts to obtain a mutually agreeable alternate sponsor.
4. **Debate Format.**
 - A. Both campaigns will make every effort to encourage participation by a variety of different sponsors, moderators and panelists for each debate.
 - B. The moderator will open and close each debate and be responsible for strict enforcement of all time limits and the agreed-upon format. In each instance in which a candidate exceeds the permitted time, the moderator shall interrupt and remind both the candidate and the audience of the expiration of the time limit and call upon such candidate to observe the strict time limit by stating, “I am sorry, _____, your time is up.” In addition, the moderator shall use her or his best efforts to ensure that the questions are reasonably well balanced in all debates.
 - C. The sponsor will make arrangements for the debate to air via the Internet or TV broadcast in either a live or taped format.
 - D. The duration for each debate will not exceed sixty (60) minutes, including all opening statements, questions, answers and closing statements.
 - E. Each candidate shall have the opportunity to make an opening statement of no longer than three (3) minutes at each debate. A coin toss held forty-eight hours before the

start of the first debate will determine which candidate shall make the first opening statement at the first debate. The other candidate shall make the first opening statement in the second debate, and the opening statement will alternate again for the next two debates.

- F. Each candidate shall have the opportunity to make a closing statement that will not exceed two (2) minutes at each debate. At each debate, the first closing statement shall be made by the candidate who made the first opening statement.
- G. Regardless of whether the debate runs beyond the planned ending time, each candidate will be entitled to make a closing statement not to exceed two (2) minutes. The sponsor of each debate will use its best efforts to ensure that television coverage, if any, of the entire debate will continue even if the debate runs past the specified ending time.
- H. Two debates will proceed according to the following “town hall” format.
 - 1) The order of questioning by moderator/panelists will be determined by a draw supervised by the sponsor with representatives of each candidate in attendance.
 - 2) The question-and-answer sequence shall proceed as follows:
 - a. Members of the audience will be asked to submit questions to the moderator in advance of the town hall through a method that reasonably assures that only ticketed members are given the opportunity to submit questions while allowing the sponsors sufficient time to screen for content. The sponsoring organization will then use their best judgment to select balanced questions that are applicable to both candidates. No questions directed at only one particular candidate will be allowed. The moderator will then read the selected questions on behalf of the audience members.
 - b. The candidate who gives the first opening statement in each town hall shall be considered *Candidate A*. The candidate who gives the last opening statement in each town hall will be considered *Candidate B*.
 - c. The moderator or, as applicable, a panelist will ask the first question of *Candidate A*.
 - d. *Candidate A* will have ninety (90) seconds to answer.
 - e. *Candidate B* will have ninety (90) seconds to respond.
 - f. *Candidate A* will have forty-five (45) seconds for rebuttal.

- g. The moderator or, as applicable, a panelist will ask the second question of *Candidate B*.
 - h. *Candidate B* will have ninety (90) seconds to answer.
 - i. *Candidate A* will have ninety (90) seconds to respond.
 - j. *Candidate B* will have forty-five (45) seconds for rebuttal.
 - k. Thereafter all odd-numbered questions will be directed to *Candidate A* and all even-numbered questions will be directed to *Candidate B*.
 - l. No question shall be asked of a candidate if less than four (4) minutes remain in the scheduled time to allow time for closing statements.
- 3) Candidates will be seated at two separate chairs each with side table for water and/or writing paper and utensils.
- I. Two debates will proceed according to the following “traditional debate” format:
- 1) The order of questioning by moderator/panelists will be determined by a draw supervised by the sponsor with representatives of each candidate in attendance.
 - 2) The question-and-answer sequence shall proceed as follows:
 - a. The candidate who gives the first opening statement in each debate shall be considered *Candidate A*. The candidate who gives the last opening statement in each debate will be considered *Candidate B*.
 - b. The moderator or, as applicable, a panelist will ask the first question of *Candidate A*.
 - c. *Candidate A* will have ninety (90) seconds to answer.
 - d. *Candidate B* will have ninety (90) seconds to respond.
 - e. *Candidate A* will have forty-five (45) seconds for rebuttal.
 - f. The moderator or, as applicable, a panelist will ask the second question of *Candidate B*.
 - g. *Candidate B* will have ninety (90) seconds to answer.
 - h. *Candidate A* will have ninety (90) seconds to respond.
 - i. *Candidate B* will have forty-five (45) seconds for rebuttal.

- j. Thereafter all odd-numbered questions will be directed to *Candidate A* and all even-numbered questions will be directed to *Candidate B*.
 - k. No question shall be asked of a candidate if less than four (4) minutes remain in the scheduled time to allow time for closing statements.
- 3) Each candidate will stand, at a separate podium, for each debate.
- J. At no point during the debate, will candidates be permitted to ask questions of one another. If a candidate engages in candidate to candidate questioning, the moderator will remind the candidates of the rules and the question will be disregarded
 - K. All discussions, lists or other writings between the parties regarding approval of potential moderators or panelists shall remain confidential between representatives of the candidates.
 - L. No props, notes, charts, diagrams, electronics or other writings or other tangible things may be brought into the debate by either candidate. Neither candidate may reference or cite any specific individual sitting in a debate audience at any time during a debate. If a candidate references or cites any specific individual(s) in a debate audience, or if a candidates uses a prop, note, chart, diagram or other writing or other tangible thing during a debate, the moderator must interrupt and explain that reference or citation to the specific individual(s) or the use of the prop, note, chart, diagram or other writing or other tangible thing violates the rules to which that candidate has agreed.
 - M. The candidates may take notes during the debate on the size, color and type of paper each prefers and using the type of pen or pencil that each prefers. Each candidate must submit to the staff of the sponsor prior to the debate all such paper and any pens or pencils with which a candidate may wish to take notes during the debate, and the staff of the sponsor will place such paper, pens and pencils on the podium to be used by the candidate in that debate.
 - N. Each candidate will be provided with 2 bottles of water during the debate.

5. *Staging & Ticketing.*

- A. Stage position will be randomly assigned by the sponsor.
- B. A green light, clearly visible to the candidates, will be on when the candidates are asked their question. The time cue given to indicate 30 seconds remaining for a candidate's answer shall be an amber light that will go on when that time remains. Similarly, a red light shall go on at the same location as the green and amber lights when a candidate's time has expired. These lights will be constant and not blinking.

They will be located in such a position that the candidates shall not be required to look up, down or sideways to see these lights.

- C. Each candidate shall be permitted to have a complete production and technical briefing at the location of the debate on the day of the debate. Each candidate can have a maximum of one hour for this briefing. Production lock down will not occur for either candidate until that candidate has had his or her technical briefing and walkthrough.
 - D. There will be no taping allowed during the candidates' technical briefing at the location of the debate on the date of the debate.
 - E. All of the opposing candidate's representatives shall vacate the debate site while the other candidate has his or her technical briefing.
 - F. No members of the press will be allowed into the room in which the debate will take place during the candidates' production briefing.
 - G. Neither candidate shall have any staff member in the wings or backstage later than five minutes after the debate has begun nor sooner than five minutes before the program concludes.
 - H. Other than security personnel, not more than two (2) aides will accompany each candidate to the stage before the program begins.
 - I. There will no cut-aways to the candidate who is not responding to a question while his or her opponent is answering a question nor to the candidate who is not giving his or her opening or closing statement while his or her opponent is doing so. Wide cutaways to both candidates and to the audience will be allowed between candidate responses and statements.
6. ***Ticketing.*** For each debate, each campaign will be allocated no more or less than ten tickets for family, staff and guests. The debate sponsors will be responsible for distributing remaining tickets. Tickets are free to the public, available on a first-come, first-serve basis until all tickets per event have been distributed. People without tickets will be permitted to enter the venue until the entire allotment of tickets for that event have been distributed.
7. ***Dressing Rooms/Holding Rooms.*** Each candidate shall have a dressing room available of adequate size so as to permit privacy for that candidate and adequate space for whatever number of staff that candidate desires to have in this area. An equal number of other backstage rooms will be available for other staff members of each candidate. All of these rooms can be furnished as deemed necessary by the candidates' representatives, and shall be available at least two (2) hours before the beginning of each debate. The number of individuals allowed in these rooms shall be determined by each candidate. Backstage passes (if needed) will be issued to the candidates' representatives as requested. The sponsor will not restrict the issuance of these passes.

8. **Miscellaneous.**

- A. Each candidate shall be allowed to have a photographer present on stage before the program begins, in the wings during the debate as desired, and on the stage immediately upon conclusion of the debate. Photos taken by these photographers may or may not be distributed to the press as determined by each candidate.
- B. The moderator will invite the audience to applaud at the beginning and conclusion of the debate, but will ask them to remain silent throughout the remainder of the debate. No posters, signs or other literature will be permitted inside the debate space. Any protestors or other audience members who interrupt the debate proceedings in anyway will be escorted from the hall by security provided by the debate hosts.
- C. Following each debate, the sponsor will provide a private room for a formalized press scrum. The candidates will answer questions separately for no more than 10 minutes. Whichever candidate delivers the last closing statement will meet with the media first.

9. **Announcement of Agreement.** The agreement set forth in this memorandum shall not be announced publicly until signed by all parties and until a time for an announcement is mutually agreed.

KENNEY 2015

By: 

Name: Jane Slusser, Campaign Manager

Date: 7/30/2015

CITIZENS FOR MURRAY BAILEY

By: 

Name: Melissa Murray Bailey, Candidate

Date: 7/31/2015