

# Zooming Into 2022: How to Successfully Host a Virtual or Hybrid Candidate Forum



# Agenda

- ▶ What is a hybrid forum?
- ▶ How to host a hybrid forum?
- ▶ Demo
- ▶ Basics of candidate forums (who, why, when)
- ▶ Discussion

# 2 Years and 13 Days





## Legacy of Accountability and Action

- ▶ 1976- after 16 years of no public debates
- ▶ Sponsored debates through 1984
- ▶ 1985-1987- League challenged the shift
- ▶ Host debates across the country
  - ▶ Vote 411

# Why?



Education



Face-to-face interactions



Stimulate public interest and participation



Engage candidates

# FORUM



Frank Church

Jimmy Carter

Morris Udall

Fred Harris

LEAGUE OF WOMEN VOTERS







LEAGUE OF WOMEN VOTERS  
PRESIDENTIAL DEBATES





# Hybrid Events....Everyone's Doing It!

- ▶ What is a hybrid event?
- ▶ Who is hosting them?
- ▶ Scale can be large or small
- ▶ Technology has made it so that it's easy to do for everyone
- ▶ What is needed for a candidate forum?



# Hybrid Forum

- ▶ Same materials as in-person event plus tech support
- ▶ Video camera/phone and stand
- ▶ A person to oversee filming
- ▶ Live-streaming platform or recording device
- ▶ A person to monitor the chat on another device ("Vetters")



# Benefits

- ▶ Allows for more engagement and participation with audience (Live polls and Q&A)
- ▶ Allows for social distancing
- ▶ Reduced environmental and travel costs
- ▶ More opportunity for sponsorship
- ▶ Some in person events already have a live streaming component
- ▶ Accessibility and flexibility to address attendees changing needs
- ▶ Gain valuable data and information about registrants and attendees



# Hybrid Candidate Forums- Methods



Working with a local  
cable access station



Collaborating with  
school district or town,  
college or university



Collaborate with  
another organization



Zoom Webinar/Basic

# Zoom Webinar vs Zoom Basic

## Zoom Webinar

- ▶ More expensive
- ▶ Provides the League with more control over the event
- ▶ Can require pre-registration
- ▶ Must have Zoom subscription
- ▶ No audience on screen- also means audience can't interrupt

## Zoom Basic

- ▶ Less expensive
- ▶ Doesn't allow for as much control
- ▶ Can require pre-registration



# Going Live

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Zoom

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Facebook Live

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YouTube Live

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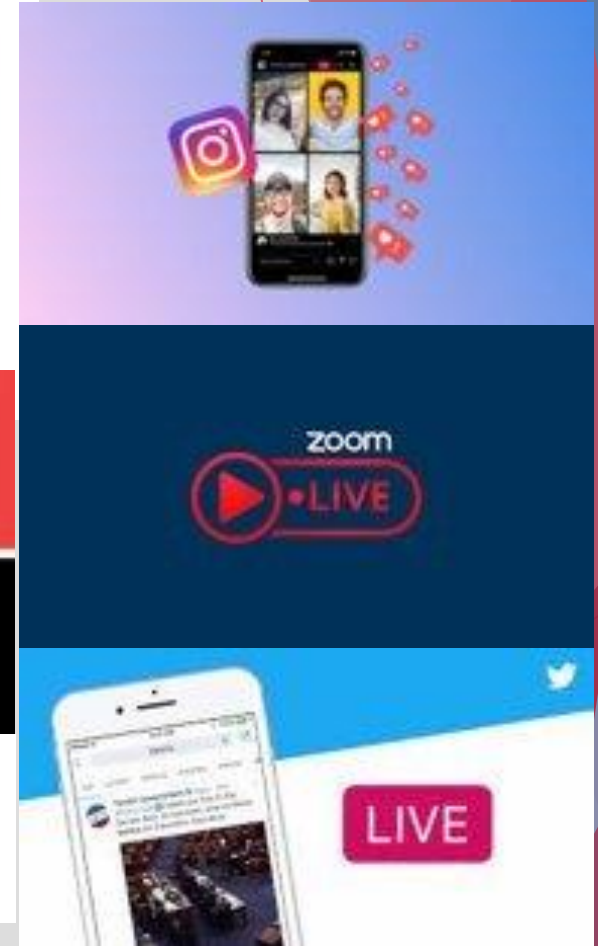
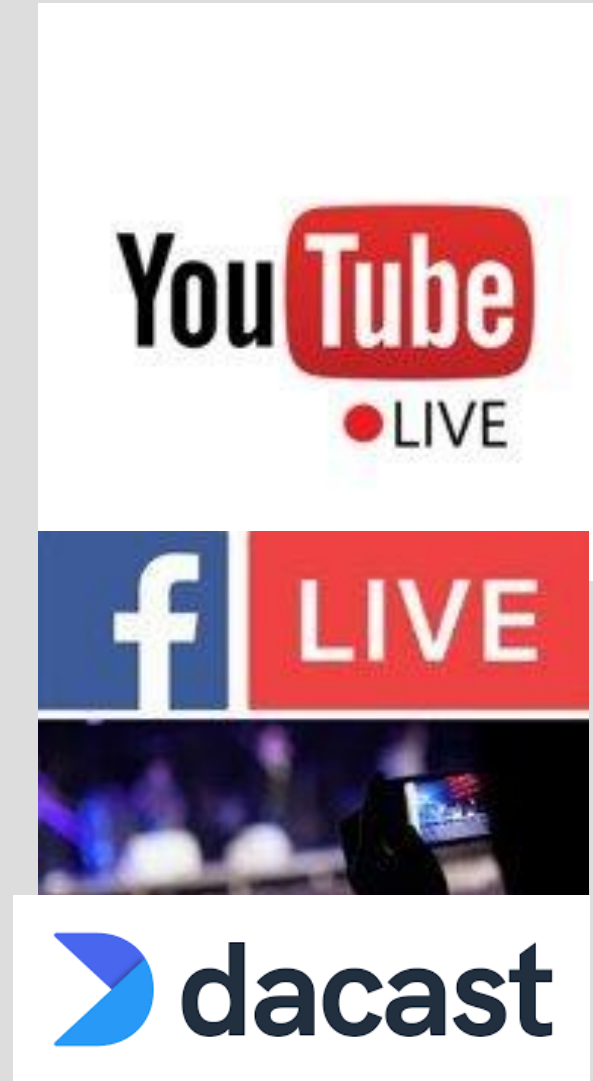
Instagram Live

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Twitter Live

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Streaming service







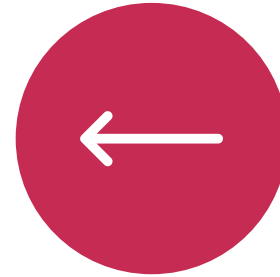
Do a technology run through prior to the event



Will your camera be set up so that audio can be heard?



VOLUNTEERS



Flow of Communication

# Things to Consider

Demo

The image features a minimalist design with a white background. On the right side, there is a large, solid blue triangle. Overlapping this and extending towards the center are several other triangles in various shades of blue and red, some semi-transparent, creating a layered, geometric effect. The word "Demo" is written in a bold, red, sans-serif font on the left side of the image.

# Troubleshooting

- ▶ What went well?
- ▶ What could have gone better?
- ▶ Things to think about for the future



# Step by Step: Running a Hybrid Event with Zoom Basic and a Phone

- ▶ Start Zoom Meeting on laptop
- ▶ Turn off laptop camera and mute sound and microphone
- ▶ Click on “View” button in upper right hand corner and unselect “show non-video participants”
- ▶ Then join open Zoom meeting on phone
  - ▶ It will ask you if you want to be the host. Choose “stay co-host”
- ▶ Make sure video is enabled on your phone
- ▶ In the upper left hand corner of your phone click on the reverse camera icon
- ▶ On your computer screen, click the three dots in the upper right hand corner of your video box and choose “spotlight for everyone”

# Security Tips

- ▶ Click the security button (looks like a shield)
  - ▶ Unclick “Allow participants to unmute themselves”, “start video”, “share screen”
  - ▶ Do this before participants hop on!
- ▶ On the Chat thread (righthand side of screen) select three dots next to the smiley face and select “participants can chat with host and co-host”

# Additional Tips

- ▶ Audio
  - ▶ Talk to local library or university or other org. to see if you can rent or borrow audio equipment
  - ▶ Purchase microphone/speaker
    - ▶ Jabra Speak 510 Wireless Bluetooth Speaker and Microphone
    - ▶ Wireless Lavalier Microphone set
    - ▶ Plantronics Calisto 7200 speakerphone and microphone
- ▶ Buy a cheap phone tripod!
- ▶ Only 100 participants allowed on Zoom Basic
  - ▶ If you have more then you'll want to livestream to YouTube or Facebook so that people can watch
  - ▶ Click on three dots in bottom righthand corner of screen to start livestream



# Data Tracking and Analytics



- ▶ Why?
  - ▶ Understand engagement
    - ▶ What's working and what's not working
  - ▶ Can create goals and performance indicators
  - ▶ Allows you to make decisions moving forward

# Data Tracking

- ▶ Virtual and hybrid can record and post online later and distribute/circulate via social media
  - ▶ Likes, shares
- ▶ Webinars/meetings
  - ▶ # of attendees
  - ▶ Email addresses
- ▶ How to pull analytics off of YouTube
  - ▶ <https://www.loom.com/share/5a927b1d83a945e191fbf5cec0462e9f>

# When to host an event?

- ▶ Federal, state, county, city, town or village general or primary elections (events for federal or statewide races must be preapproved by LWVNYS)
- ▶ Special elections to fill vacancies between regular elections
- ▶ Elections run by providers of local government services, such as fire or improvement districts
- ▶ School board elections
- ▶ Community elections, such as housing authorities or tenant committees.
- ▶ Judicial elections.

# Candidate Forum Policies



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Nonpartisan statement

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Empty Chair Policy

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Recording policy

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Criteria for candidate inclusion

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Distribution of campaign literature

# Considerations

- ▶ All candidates certified on the ballot in any race must be invited to an event for that race
- ▶ Multiple seats with multiple candidates
- ▶ Candidate event co-sponsorship guidelines
- ▶ League member serves as moderator
- ▶ Community considerations
  - ▶ Accessibility

# Questions and Next Steps!