



Sponsor Application  
2009 Citywide Elections  
Application Deadline: Tuesday, March 10, 2009

**INSTRUCTIONS FOR 2009 VIDEO VOTER GUIDE SPONSOR APPLICATIONS**

Applications are due by 5:00 p.m. on March 10<sup>th</sup>, 2009. Applications may be submitted by hand, mail, or email. Please address hand-delivered and mail applications to:

Onida Coward-Mayers  
Executive Director  
NYC Voter Assistance Commission  
100 Gold Street, 2<sup>nd</sup> floor  
New York, New York 10038

Please submit electronic submissions to: [ocmayers@cityhall.nyc.gov](mailto:ocmayers@cityhall.nyc.gov)

For all attachments, please clearly indicate to which question it refers.

If your application includes co-sponsors, please ensure that your submission also includes the completed application forms for each co-sponsor organization.

Please feel free to include any information not addressed by this application that you believe is relevant to your qualifications to serve as a Video Voter Guide sponsor.



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## **INTRODUCTION**

The Voter Assistance Commission ("VAC") is seeking a sponsor to host and oversee the filming and technical production of the 2009 edition of the Video Voter Guide ("the Guide").

The non-partisan Guide is designed to provide New Yorkers with opportunities to see and hear political candidates so that they can make more informed decisions in the voting booth. To view the 2005 Guide, see: <http://www.nyc.gov/vidvoter>. Candidates who choose to participate in the Guide will deliver prepared statements that convey their reasons for seeking office. Statements are unedited and continuous. The length for such statements is as follows:

**Candidates for City Council:** 2 minutes

**Candidates for Borough President:** 3 minutes

**Candidates for Mayor, Comptroller, and Public Advocate:** 4 minutes

VAC will select the applicant who is best able to demonstrate its ability to carry out the filming and technical production of the Guide in a non-partisan manner. Production shall take place at the sponsor's facilities, at no cost to the City, and include typical aspects of video production such as filming, editing, graphic work, and set design. The sponsor will not be responsible for other, non-technical aspects of the Guide, such as scheduling candidate recording sessions and ensuring that all candidates comply with the recording protocol and other restrictions set forth in the VAC rules.

Sponsorship of the Guide represents an opportunity for the sponsor to provide its viewers with unique election-year programming. The City will retain copyright of the Guide, but will also license the Guide to the sponsor for news, educational, and promotional purposes. The sponsor will have the freedom to choose which races to feature on its broadcasts, provided that such use is agreed to by VAC and consistent with applicable "equal time" requirements.

The sponsor may also invite candidates of their choosing to conduct a brief interview, the footage of which will be considered separate from the Guide and may be used as the sponsor sees fit. The participation of candidates for such interviews is voluntary.

While the sponsor will have the option to broadcast portions of the Guide by electoral contest, it will not be obligated to air the Guide in its entirety (NYC TV will air the full Guide on channel 74). In addition to television coverage, please note that the Guide will be made available online on the Guide's website (<http://www.nyc.gov/videovoterguide>) as well as the website of the New York City Campaign Finance Board (<http://www.nyccfb.info>).



# Video Voter Guide

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## APPLICATION

Name of Organization:		
Address of Organization:		
Address of Studio (if different than above):		
Website:		
Name of Authorized Representative (primary contact):		
Title:		
Tel. No.:	Fax No.:	Email:

**1. Affiliations.** Is your organization affiliated with any political party, holder of public office, or candidate for public office?

Yes  No

**2. Endorsements.** Will your organization endorse any candidate participating in the 2009 citywide elections? If the answer is yes, please indicate when your organization plans to make endorsements so that we can ensure that they do not disrupt production of the Guide.

Yes  No  Date of endorsements \_\_\_\_\_

**3. Contributions.** Has your organization made any contributions to any candidate participating in the 2009 citywide elections? If the answer is yes, please attach a description of your organization's policy on making political contributions.

Yes  No

**4. Fundraising.** Does your organization anticipate seeking outside sources of funding to help underwrite the costs of sponsorship? If the answer is yes, please attach a list of all potential outside funding sources.

Yes  No

**5. Broadcast Access and Publicity.** Does your organization intend to broadcast, publicize, or otherwise use footage from the Guide? If the answer is yes, please attach a detailed description of such use. If such use includes providing access in languages other than English, please specify.

Yes  No

**6. Schedule and Availability.** Please attach a statement describing your organization's ability to manage the Guide's production. It is expected that 150 to 200 candidates will participate in this year's Guide, which could result in upwards of 35 days of filming.