

**RESOLUTION NO.        2019-30897**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE ADMINISTRATION TO VIDEO-RECORD AND AIR ON MBTV THE MAYOR AND GROUPS IV, V, AND VI COMMISSION CANDIDATE VIDEO PRESENTATIONS FOR THE NOVEMBER 5, 2019 GENERAL ELECTION.**

**WHEREAS**, immediately preceding the City's 2001 General Election, the City Commission authorized the Administration to video-record and replay on the City's Government Channel, now MBTV, a candidate forum sponsored by a local organization; and

**WHEREAS**, the 2001 City Commission also referred to the Community Affairs Committee, now the Neighborhood/Community Affairs Committee, the issue of selecting two additional forums to be recorded and aired; and

**WHEREAS**, on September 25, 2001, at the Community Affairs Committee meeting, the issue concerning candidate forums was discussed and the Committee was not comfortable in selecting only two additional political forums to air and instead recommended that each candidate be provided up to five minutes to make a presentation of his/her platform; and

**WHEREAS**, pursuant to Resolution No. 2001-24626, the City Commission adopted the recommendation of the Community Affairs Committee to arrange a presentation whereby each candidate for City of Miami Beach elected office be given up to five minutes of airtime on the City's Government Channel, now MBTV, in order to allow each candidate to present himself/herself and his/her platform, with the presentation to be publicly advertised, recorded, and aired on MBTV; and

**WHEREAS**, expenditures related to such video presentations concerning the City's November 5, 2019 General Election have been budgeted in as much as such expenditures will serve the public purpose by educating the voters as to each candidate's position, thereby resulting in a more informed electorate vote, benefiting the public good; and

**WHEREAS**, following are the 2019 – City of Miami Beach Candidate Presentation Guidelines:

1. To offer Miami Beach viewers an informative and organized presentation, the Candidate Video Presentation will be recorded live and replayed multiple times on MBTV. Once the recording of a candidate begins, the camera will not be turned off until the earlier of when the candidate indicates he or she is finished or the five-minute time limit has been reached; each candidate shall have two opportunities for the live recording, with the second recording to occur immediately following the first recording. After the recordings, candidates will be e-mailed a link where they must choose within the stated time period established therein, which recording they would like aired. In the event a candidate fails to timely select his/her preferred recording, the second recording will be chosen to air by default. NOTE: The individual candidate recorded presentations will not be edited for any reason.
2. Candidates will be offered the use of the City's teleprompter and a one-hour rehearsal session prior to the date of the recording. Candidates that wish to use the City's teleprompter must provide their script at time of each session (rehearsal and recording) as a Microsoft Word document saved in "Rich Text Format" saved on a USB flash drive. The Office of Marketing and Communications will not retain speech copies. Candidates are highly encouraged to bring a person to assist them with the teleprompter and any

personal needs (makeup, hair, etc.) they may have.

3. In order to have an organized presentation of candidates and issues, it is important that a strict timetable be developed and adhered to. Each candidate will be given a scheduled time slot for his or her rehearsal and final video recording schedule. (See Attachment "A") It is the sole responsibility of the candidate to make sure he or she is available when it is his or her time to speak. Unfortunately, any candidate who misses his/her assigned time slot will forfeit his/her opportunity to present.
4. The Candidate Video Presentations will be shown multiple times on MBTV. The scheduled air times will be published in The Miami Herald Neighbors Section, El Nuevo Herald, local Spanish language newspapers (depending on publishing dates), and on MBTV.
5. Candidates must arrive at the Office of the City Clerk at least 10 minutes before their assigned time slot. This will ensure an orderly transition from candidate to candidate.
6. The time slots will be assigned in the order of the ballot: Mayor and the three Commission Groups and alphabetically by candidates (as their name will appear on the ballot) within each of the corresponding groups. It is the sole responsibility of the candidate to be available at his/her designated time.
7. Before the candidates begin speaking, the moderator will give an introduction stating the purpose and explaining the format of the Candidate Presentation.
8. Each candidate will be allocated a maximum of five minutes of airtime on MBTV. In order to maintain equitable time for each candidate who elects to participate in the Candidate Video Presentation, when the candidate's five minutes are up (or earlier if the candidate makes clear that he/she has completed the presentation), the candidate will be cut off, even if in mid-sentence. There will be no editing of the candidates' recorded presentation.
9. The moderator will introduce each candidate. The introduction will be limited to the Mayor or Commission Group Number and the corresponding name of the candidate (example: "Mayoral candidate; candidate's name" or "Commission Group IV, V, or VI candidate; candidate's name.") The candidate will be introduced by his/her name, as it will appear on the ballot.
10. Only the candidate may speak on his/her behalf, not a representative.
11. No pre-recorded videos will be used.
12. No background music, special backgrounds, or special effects will be allowed.
13. The Administration will be given a time slot at the end of the Candidate Video Presentations to provide any Voters Guide information pertaining to Special Election question(s), along with explanations in both English and Spanish, if needed.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA,** that the Mayor and City Commission hereby affirm the public purpose of educating the City's voters as to candidates seeking election in the City's November 5, 2019 General Election, and thus approve the expenditure of related budgeted funds for this public purpose, and thus further authorize, subject to the guidelines stated in this Resolution, the Administration to

video-record and air on MBTV the Mayor and Groups IV, V, and VI Commission Candidate Video Presentations for the City of Miami Beach's November 5, 2019 General Election.

**PASSED AND ADOPTED** this 17 day of July, 2019.

  
\_\_\_\_\_  
DAN GELBER, MAYOR

**ATTEST:**   
July 19, 2019  
\_\_\_\_\_  
RAFAEL E. GRANADO, CITY CLERK

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APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney      7/19/19  
Date



# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Rafael E. Granado, City Clerk and Jimmy L. Morales, City  
Manager  
DATE: July 17, 2019

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE ADMINISTRATION TO VIDEO-RECORD AND AIR ON MBTV THE MAYOR AND GROUPS IV, V, AND VI COMMISSION CANDIDATE VIDEO PRESENTATIONS FOR THE NOVEMBER 5, 2019 GENERAL ELECTION.

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### **RECOMMENDATION**

Adopt the Resolution.

### **ANALYSIS**

Immediately preceding the City's 2001 General Election, the City Commission authorized the Administration to video-record and replay on the City's Government Channel, now MBTV, a candidate forum sponsored by a local organization. The 2001 City Commission also referred to the Community Affairs Committee, now the Neighborhood/Community Affairs Committee, the issue of selecting two additional forums to be recorded and aired. On September 25, 2001, the Community Affairs Committee considered the issue of candidate forums. The Committee was not comfortable in selecting only two additional political forums to air. It was believed that selecting only two would be unfair because other organizations may be left out. After much discussion, the Committee recommended arranging a Candidate Presentation where each candidate is given up to five minutes of airtime on the City's Government Channel to present themselves and his/her platform. Pursuant to Resolution No. 2001-24626, the City Commission approved the recommendation of the Community Affairs Committee. Subsequently, in 2003, 2005, 2006, 2007, 2009, 2011, 2013, 2015, and 2017 the City Commission authorized the Administration to video-record and replay on the City's Cable Channel the five-minute Candidate Presentations.

The Office of the City Clerk and the Office of Marketing and Communications, using the Candidate Presentation Guidelines, attached hereto as Exhibit "A," will coordinate the Candidate Presentations for those candidates who have qualified to run for election in the City's upcoming November 5, 2019 General Election. The rehearsal dates will be on September 16, 2019 and September 17, 2019, and the final video recording will be on September 18, 2019. Upon approval of this Resolution by the City Commission, and after the conclusion of the Qualifying Period, each qualified candidate will be sent an email and a certified letter requesting

confirmation of his/her attendance, along with a copy of the Presentation Guidelines and his/her designated timeslots. (A sample Rehearsal/Final Video Recoding Schedule is attached as Exhibit "B." The City Clerk will finalize the Rehearsal/Final Video Recording Schedule after the conclusion of the Qualifying Period.)

Upon adoption of this Resolution, a "Save the Dates" memorandum will be sent to the candidates. A sample of the Save the Dates memorandum is attached hereto as Exhibit "C."

Based on direction given by the City Commission on September 25, 2017, this year, for the first time, candidates will be given two opportunities for the live recording, after which the candidate will be allowed to choose which of the two recordings he or she would like aired.

### **CONCLUSION**

The Administration recommends that the City Commission authorize the video recording and airing on MBTV of the Mayor and Groups IV, V, and VI Commission Candidate Presentations for the November 5, 2019 General Election.

### **FINANCIAL INFORMATION**

No additional funding is required to video-record and air on MBTV the Mayor and Groups IV, V, and VI Commission Candidate Video Presentations, as the Administration will use funds budgeted and appropriated in FY 18/19 for MBTV.

### **Legislative Tracking**

Office of the City Clerk/Marketing and Communications

### **ATTACHMENTS:**

#### **Description**

- ▣ Resolution
- ▣ Exhibit A - 2019 Presentation Guidelines
- ▣ Exhibit B - Draft 2019 Schedule MBTV
- ▣ Exhibit C - Save the Dates - MBTV Candidate Presentation Rehearsal and Live Video Recording Schedules

**2019 – City of Miami Beach Candidate Presentation Guidelines**

1. To offer Miami Beach viewers an informative and organized presentation, the Candidate Video Presentation will be recorded live and replayed multiple times on MBTV. Once the recording of a candidate begins, the camera will not be turned off until the earlier of when the candidate indicates he or she is finished or the five-minute time limit has been reached; each candidate shall have **two opportunities for the live recording, with the second recording to occur immediately following the first recording. On September 19, 2019, candidates will be e-mailed a link where they may choose which recording they would like aired. A selection must be made by 9:00 a.m. September 23, 2019, or else the second recording will be chosen to air by default. NOTE: The individual candidate recorded presentations will not be edited for any reason.**
2. Candidates will be offered the use of the City's teleprompter and a one-hour rehearsal session prior to the date of the recording. Candidates that wish to use the City's teleprompter must provide their script at time of each session (rehearsal and recording) as a Microsoft Word document saved on a USB flash drive in "Rich Text Format." The Office of Marketing and Communications will not retain speech copies. Candidates are highly encouraged to bring a person to assist them with the teleprompter and any personal needs (makeup, hair, etc.) they may have.
3. In order to have an organized presentation of candidates and issues, it is important that a strict timetable be developed and adhered to. Each candidate will be given a scheduled time slot for his or her rehearsal and final video recording schedule. (See Attachment "A") It is the sole responsibility of the candidate to make sure he or she is available when it is his or her time to speak. **Unfortunately, any candidate who misses his/her assigned time slot will forfeit his/her opportunity to present.**
4. The Candidate Video Presentations will be shown multiple times on MBTV. The scheduled air times will be published in The Miami Herald Neighbors Section, El Nuevo Herald, local Spanish language newspapers (depending on publishing dates), and on MBTV.
5. Candidates must arrive at the Office of the City Clerk at least 10 minutes before their assigned time slot. This will ensure an orderly transition from candidate to candidate.
6. The time slots will be assigned in the order of the ballot: Mayor and the three Commission Groups and alphabetically by candidates (as their name will appear on the ballot) within each of the corresponding groups. **It is the sole responsibility of the candidate to be available at his/her designated time.**
7. Before the candidates begin speaking, the moderator will give an introduction stating the purpose and explaining the format of the Candidate Presentation.
8. Each candidate will be allocated a maximum of five minutes of airtime on MBTV. In order to maintain equitable time for each candidate who elects to participate in the Candidate Video Presentation, **when the candidate's five minutes are up (or earlier if the candidate makes clear that he/she has completed the presentation), the candidate will be cut off, even if in mid-sentence.** There will be no editing of the candidates' recorded presentation.
9. The moderator will introduce each candidate. The introduction will be limited to the Mayor or Commission Group Number and the corresponding name of the candidate (example: "Mayoral candidate; candidate's name" or "Commission Group IV, V, or VI candidate; candidate's name.") The candidate will be introduced by his/her name, as it will appear on the ballot.

10. Only the candidate may speak on his/her behalf, not a representative.
11. No pre-recorded videos will be used.
12. No background music, special backgrounds, or special effects will be allowed.
13. The Administration will be given a time slot at the end of the Candidate Video Presentations to provide any Voters Guide information pertaining to Special Election question(s), along with explanations in both English and Spanish, if needed.

F:\CLERK\CLERK\000\_ELECTION\000000 2019 GENERAL ELECTION\RESOLUTIONS\Exhibit A - 2019 Presentation Guidelines draft 4 REG.docx

# Exhibit B

## ATTACHMENT "A"

Schedule to be adjusted after qualifying.

### REHEARSAL

Monday, September 16, 2019

| Seat            | Arrival * | Start    | End      |
|-----------------|-----------|----------|----------|
| <b>Mayor</b>    |           |          |          |
|                 | 8:30 AM   | 8:45 AM  | 9:45 AM  |
|                 | 9:45 AM   | 10:00 AM | 11:00 AM |
|                 | 11:00 AM  | 11:15 AM | 12:15 PM |
| <b>Group IV</b> |           |          |          |
|                 | 1:15 PM   | 1:30 PM  | 2:30 PM  |
|                 | 2:30 PM   | 2:45 PM  | 3:45 PM  |
|                 | 3:45 PM   | 4:00 PM  | 5:00 PM  |
|                 | 5:00 PM   | 5:15 PM  | 6:15 PM  |

Tuesday, September 17, 2019

| Continued       | Arrival * | Start    | End      |
|-----------------|-----------|----------|----------|
| <b>Group V</b>  |           |          |          |
|                 | 8:30 AM   | 8:45 AM  | 9:45 AM  |
|                 | 9:45 AM   | 10:00 AM | 11:00 AM |
|                 | 11:00 AM  | 11:15 AM | 12:15 PM |
| <b>Group VI</b> |           |          |          |
|                 | 1:15 PM   | 1:30 PM  | 2:30 PM  |
|                 | 2:30 PM   | 2:45 PM  | 3:45 PM  |
|                 | 3:45 PM   | 4:00 PM  | 5:00 PM  |
|                 | 5:00 PM   | 5:15 PM  | 6:15 PM  |

### RECORDING

Wednesday, September 18, 2019

| Seat            | Arrival * | Expected Record time | Must Leave Studio by |
|-----------------|-----------|----------------------|----------------------|
| <b>Mayor</b>    |           |                      |                      |
|                 | 8:45 AM   | 9:00 AM              | 9:25 AM              |
|                 | 9:15 AM   | 9:30 AM              | 9:55 AM              |
|                 | 9:45 AM   | 10:00 AM             | 10:25 AM             |
| <b>Group IV</b> |           |                      |                      |
|                 | 10:15 AM  | 10:30 AM             | 10:55 AM             |
|                 | 10:45 AM  | 11:00 AM             | 11:25 AM             |
|                 | 11:15 AM  | 11:30 AM             | 11:55 AM             |
|                 | 11:45 AM  | 12:00 PM             | 12:25 PM             |
| <b>Group V</b>  |           |                      |                      |
|                 | 1:45 PM   | 2:00 PM              | 2:25 PM              |
|                 | 2:15 PM   | 2:30 PM              | 2:55 PM              |
|                 | 2:45 PM   | 3:00 PM              | 3:25 PM              |
| <b>Group VI</b> |           |                      |                      |
|                 | 3:15 PM   | 3:30 PM              | 3:55 PM              |
|                 | 3:45 PM   | 4:00 PM              | 4:25 PM              |
|                 | 4:15 PM   | 4:30 PM              | 4:55 PM              |
|                 | 4:45 PM   | 5:00 PM              | 5:25 PM              |

\* Candidates are to report to the Office of the City Clerk at the scheduled arrival time.

The Office of the City Clerk is located at 1700 Convention Center Drive, 1st Floor, Miami Beach, FL.



# MIAMI BEACH Exhibit C

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139

OFFICE OF THE CITY CLERK

Rafael E. Granado, City Clerk

Telephone: 305.673.7411

Email: [RafaelGranado@miamibeachfl.gov](mailto:RafaelGranado@miamibeachfl.gov)

TO: Prospective Candidates for Mayor or Commissioner

FROM: Rafael E. Granado, City Clerk

DATE: July 18, 2019

SUBJECT: **SAVE THE DATES – MBTV CANDIDATE PRESENTATION REHEARSAL AND LIVE VIDEO RECORDING SCHEDULES**

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On July 17, 2019, the Miami Beach City Commission authorized the Administration to video-record and air on MBTV the Mayor and Groups IV, V, and VI Commission Candidate Video Presentations for the November 5, 2019 General Election. (A copy of the materials provided to the City Commission is attached hereto.)

## **SAVE THE DATES**

**Candidate Video Presentation Rehearsal Schedule** – A one-hour rehearsal session will be offered to each candidate on September 16, 2019 or September 17, 2019.

**Candidate Video Presentation Live Video recording Schedule** – The live video recording of the candidate's five-minute presentation will occur on September 18, 2019.

**Finalization of Schedule** – The rehearsal and video recording schedules will be finalized after the conclusion of the City's Qualifying Period. Each qualified candidate will be sent a mailed letter and email requesting confirmation of his/her attendance to the Candidate Video Presentation rehearsal and live video recording session, along with a copy of the Presentation Guidelines and his/her Rehearsal/Video recording designated time slots.

It is the sole responsibility of the candidate to make sure he or she is available when it is their time to rehearse and/or live video-record. The assigned date and time cannot be changed, and as such, any candidate who misses his/her assigned time slot will forfeit his/her opportunity.

**Teleprompter Use** – A candidate that wishes to use the City's teleprompter must provide their script at the time of each recording session as a Microsoft Word document saved on a USB flash drive in "**Rich Text Format**." The Office of Marketing and Communications will not retain speech copies.

Candidates may practice delivering their speeches using the teleprompter application by downloading a free 10-day trial version at:

<https://ikancorp.com/shop/teleprompters/teleprompter-software-apps/ikan-prompterpro-4-prompterpro-4-teleprompting-software-for-pc-mac/>

**Assistance** - Candidates are highly encouraged to bring a person to assist them with the teleprompter and any personal needs (makeup, hair, etc.) they may have.

If you have any questions, please feel free to contact me at 305.673.7411.

