

## Welcome!

We are so excited for you to join us today for The Republican CNN/YouTube Debate! Given that all this will be over in a blink of an eye, we wanted to give you some notes on how to maximize your time and productivity here. Today, we hope you can actively engage and participate in this event as an extension of our production staff. Besides working with us, we hope you and your guest will have a memorable experience here in St. Petersburg with YouTube/Google while helping us push forward participatory democracy in the new media world. So please enjoy your time here and have fun!

**Attire:** Business casual. We recommend slacks versus jeans for the event. You will be given YouTube stickers that you need to wear if you are filming in the debate hall (security needs a way of knowing who you are). It's a very special privilege to be able to bring cameras into the debate -- do NOT forget these "do not get shot" stickers if you are filming!

**All-Access Passes:** Pick up your debate tickets and wristbands at the YouTube/Google Hospitality Desk located off the main lobby of the Hilton Bayfront Hotel. The tickets and wristbands will be available at 8am on 11/28. Please call Michelle Rosen (917-767-4987) should you have any questions about your passes or travel arrangements. Mia Quagliarello (415-377-6440) is your contact for everything else.

## Today's Agenda

Time	Activity
8 - 10 AM	<p>Meet in hotel lobby to go to breakfast. During this time, our team will brief you on the Debate and other important logistical information. This meeting, which is mandatory, starts at 8:30am.</p> <p>Hotel Information:</p> <p>The Hilton Bayfront Hotel 333 First Street South St. Petersburg, FL 33701 727-894-5000 <a href="http://www.HiltonStPetersburg.com">www.HiltonStPetersburg.com</a></p> <p>*Check in time is 4pm and Check out time is 11 am.</p>
11 AM – 2 PM	<p><b><i>Group 1: melissajenna, davisfleetwood, conservativevoiceusa and plkellerap</i></b></p> <p>Media Panel &amp;: Press Lunch</p> <p>The four of you who will be on the media panel will need to head over to the address below by 11 AM. Mia will escort you there.</p> <p>Redwoods 247 Central Avenue Saint Petersburg, FL 33701 727.896.5118</p>

	<p><b>Group 2: Everyone else</b></p> <p>FREE TIME. Options include:</p> <ul style="list-style-type: none"> <li>• Work with fellow YouTubers to prepare for making videos tonight. Feel free to collaborate on creative ideas – we are super excited to get all your inspired brains together to make phenomenal content from this event. Feel free to call Mia (415-377-6440), Dorothee (415-987-6996), or Michelle (415-902-9912) for any assistance you may need or for a one-sheet with some ideas to get you started.</li> <li>• Sightseeing in St. Petersburg. In your Welcome Pack, there is a list of some of the area's greatest eateries and local sights. Please be back and ready to head over to the debate by 5PM. <b>Remember to bring your camera and a fresh battery!</b></li> </ul>
<b>5 PM</b>	Convene in hotel lobby to head over the debate. We will give you a quick tour of the facilities, spin room, etc. You can start uploading videos in the spin room starting at 5. Please wear your stickers at ALL times while filming in the debate hall.
<b>6 – 6:30 PM</b>	Some users may be selected to go to red carpet. (This is for filming candidate entrance.) We will know more about this on the day of the debate.
<b>6 PM</b>	Debate doors close; all guests must be inside at this time. You can bring your camera into the debate hall, but please keep them turned off and stored under your seat from 8-10 pm EST.
<b>10 PM</b>	<p>Rapid video production (we only have one hour to do this – so we need to be efficient).</p> <p>Meet Mia, Michelle, Dorothee at the vlogger lounge in the spin room. Start uploading any behind-the-scenes footage you've taken. Work with Joe Smith (415-595-6750), your technical point of contact, in the spin room to identify, tag, and load videos onto the main post debate landing page.</p>
<b>11 PM – 1 AM</b>	<p>YouTube/Google Post-Debate After Party - Mia, Michelle, etc. will escort you to the shuttles that will take you to the party.</p> <p>The Coliseum 535 Fourth Ave. N. St. Petersburg, FL 33701</p>
<b>10 PM- 1 AM</b>	Shuttles continuously available between party and the Hilton Bayfront Hotel.

## Video Production Expectations

1. We are relying on this team to capture many of the behind-the-scenes and memorable moments from this event. Any video you create will be showcased immediately following the debate on the post-debate page at [www.youtube.com/debates](http://www.youtube.com/debates). We have a production team available from 10pm on in the spin room to help you get your videos shown on this page. Our contact info is listed at the end of this sheet.
2. The types of videos we expect you to produce include:

- All behind-the-scenes footage from interviews, star sightings, bloopers, the buzz in town, and everything in-between. We want as many videos as you can create throughout the day.
  - Video responses and commentary on your (or others') reaction to the debates, specific question feedback, etc.
  - Post-party clips
3. Meet Mia, Dorothee, Andrew and Michelle at the vlogger lounge in the spin room at 10pm. Any of us will be happy to serve as your camera(wo)man. The spin room will be loud and crazy. We will try to find a quiet area for you to make video responses and commentary on the debate.
  4. At 10 pm in the vlogger lounge, Joe, your technical point of contact, will be on hand to help you identify, tag, and load videos onto the main post-debate landing page.
  5. Any videos you don't get to upload at the debate, please email those links ASAP afterwards to Joe Smith (joesmith@google.com) for inclusion on our debate page. We really need lots of relevant and fresh content – so please keep the clips coming after the event.

### Conduct at the Event

- The Spin room is traditionally a place set aside strictly for campaigns and the press. It's a great leap forward that citizens will be allowed inside as well – but we need to watch our conduct carefully. The campaigns are used to more controlled environments, so it's imperative we respect that and ensure this is a good experience for everyone.
- The candidates may make an appearance. Ask them if it's OK to film them before you talk to them or make a video. Please don't harass any of them if they don't want to be interviewed or videotaped.
- However, you are free to start a dialogue with the candidates before and during the event – any collaborative videos with them would be welcome.
- If the press interviews you, please only share your own observations and perspectives. Do not attempt to represent YouTube's or Google's views.
- Feel free to interview any staff member of YouTube or Google, but be mindful of executives who may not want to be on camera for security reasons.
- You will see lots of local celebrities and personalities – again, please respect their wishes if they do not want to be filmed. We DO NOT want to come across as annoying paparazzi.
- Other than that, you have total creative freedom to make this event as much yours as ours. Enjoy!

## CONTACT SHEET

***Please note: This information is confidential. Please do not share these email addresses or phone numbers with anyone outside of the debate team. Thank you!***

### **You:**

- Andrew Jones (jonzie25): (206) 940-7874
- Brian Beach (LilVoka): (937) 609-4064
- Chris Nandoor (pudgenet): (360) 474-5090
- Dennis Trainor (davisfleetwood): (631) 371 9617
- Gordon Bloyers (gordonbloyershow): (219) 810-7937
- Keith Kerr (asknot08): (707) 495-1457
- Mark Strauss (nexpres): (563) 505-1715
- Melissa Compangnucci (melissajenna): (818) 859-0030
- Michael Weitz (conservativevoiceusa): (862) 266-4469
- Peter Zottolo (pzottolo): (510) 684-8683
- Ray Keller (plkellerap): (402) 215-5831
- Stacie Cannon (thefamousstacie): tbd

### **The YouTube Team:**

- Andrew Bangs (347-730-7262) at [andrewbangs@google.com](mailto:andrewbangs@google.com)
- Dorothee Fisher (415-987-6996) at [dorothee@google.com](mailto:dorothee@google.com)
- Joe Smith (415-595-6750) at [joesmith@google.com](mailto:joesmith@google.com)
- Mia Quagliarello (415-377-6440) at [mia@youtube.com](mailto:mia@youtube.com)
- Michelle Schlachta (415-902-9912) at [schlachta@google.com](mailto:schlachta@google.com)
- Sadia Harper (312-286-8408) at [sadiah@youtube.com](mailto:sadiah@youtube.com)
- Steve Grove (617-694-7754) at [grove@youtube.com](mailto:grove@youtube.com)
- For assistance with travel logistics, contact Michelle Rosen (917-767-4987) [zena@google.com](mailto:zena@google.com)