Wait, Who is MY President? Connecting Identities through Hosting a U.S. Presidential Debate

Erika Grodzki
Stefanie Powers
Timea Varga
Lynn University
“Lynn” Action
Event Planning Basics

- Purpose
- Networking
- Commitment
- Team Work
- Organization
Pitfalls to Success & The Real Meaning

- Time
- Distractions
- Student Commitment
- Professionalism
- Loss of Meaning
- Accountability
# Organization is Key

## iPulse Articles Following the 2012 Debate

### Monday, October 22 – Day of Presidential Debate
- Debate Cover Story
- Debate Kickball Game
- Debate Ticket Lottery
- Debate Run
- Student BBQ
- Debate Themed Snacks
- Local Business Support

### Tuesday, October 23 - Debate Recap Cover Story
- Viewing Party
- Spin Alley
- Debate Lottery Winner
- Foreign Policy Hot Spots
- Final 14 Days of Election
- Debate Fashion
- Man on The Street

### Wednesday, October 24 -
- Fact Checking
- Volunteer Experience
- Usher Experience
- Candidates Show Up

### Thursday, October 25 -
- Debate Aftermath for Lynn
- SNL Election Coverage
- Google Hangout Experience
- Top Ten Movies for Season

### Friday, October 26 -
- Classic Political TV Figures
- Florida Ballot Confusion
- 3rd Party Candidates
- Absentee Ballots
- Absentee Ballots
- 17 and can’t t vote

### Presidential Election Coverage....
THE FINAL SHOWDOWN
Candidates Descend on Campus Today for the Final Presidential Debate

In the run-up to tomorrow night’s debate, the candidates have been gearing up for the final showdown. President Obama and former Massachusetts Governor Mitt Romney are set to face off for the final time on the debate stage, with the outcome of the election hanging in the balance. The debate will be held at Lynn University, with the audience expected to be more than 10,000 strong.

Romney and Obama are expected to address issues such as the economy, foreign policy, and social issues. The debate will be the last opportunity for the candidates to make their final case to voters before the November 6th election.

JENNIFER RODRIGUES
Contributing Editor

Last night, President Barack Obama and former Massachusetts Governor Mitt Romney met on the stage of the Keith C. and Elizabeth A. Malott Performing Arts Center for the final and most pivotal presidential debate of the 2012 election, during the most politically charged time in living memory. The topic of the debate was the economy, a foreign policy, but many other issues, including the economy, education, and small business, were also brought up.

According to the polls, Obama leads Romney by four points. The candidates have both been working hard to win over independent voters, with Obama focusing on his economic record and Romney on his experience as a business executive.

Both candidates have been criticized for their handling of the economy, with Obama’s critics accusing him of being too stimulus-heavy and Romney’s critics accusing him of being too centrist.

In the final debate, Obama and Romney are expected to address the issues of the economy, foreign policy, and social issues. The debate will be the last opportunity for the candidates to make their final case to voters before the November 6th election.

Above: Romney and Obama in the Keith C. and Elizabeth A. Malott Performing Arts Center

Continued on page 12

Above: A student stands in line to vote in the presidential election.
iPulse Report: MTVU
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<td>Women's History Poster Display All Week, Student Lottery Registration Begins</td>
<td>Iron Jawed Angels Movie and Discussion with League of Women Voters, 7PM, de Hoernle Lecture Hall</td>
<td>Denver Debate Viewing Party, 9-10:30PM, dBHLH</td>
<td>Community &amp; Culture Expo 6:30 PM, Mizner Park Celebrating Liberty—America in Words and Music, 7PM</td>
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<td>Student Ticket Lottery</td>
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<td>Center College Debate Viewing Party (VP), 5-10:30PM, dBHLH</td>
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<td>Cinema Under The Stars, ‘Mr. Smith Goes to Washington’ and talk from Dr. Watson, 8PM, Mizner Park</td>
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<td>Student Ticket Lottery</td>
<td>Presidential History Poster Display All Week, Across Campus</td>
<td>Hofstra Debate Viewing Party, 9-10:30PM, dBHLH</td>
<td>Cultural Coffee in the Courtyard, 12-1PM, Perpetual Plaza</td>
<td>City of Delray Beach’s On the Ave—Rock the Vote, 6-10PM, Atlantic Ave. Injustice Files with Keith Beauchamp, 8PM, dBHLH</td>
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<td>All American Party, 11:00PM-2AM, Boca Center BBQ ‘Red, White and O’ 4:30-7:30PM, Res Hall Lawn. Red, White and View Movie on the Lawn, 8:30-11:30PM, Res Hall Lawn</td>
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<td>Red, White and Zoom, 5K Fun Run Walk, 7AM Student Life Programming, TBD; Bonnie Flatt concert, 8-11PM, Mizner Park</td>
<td>Presidential Debate Red White and Blue Party, Water Club, 12-5PM Causeway, 12PM-6PM Food Trucks, 12PM-12AM Debate Watch Party and Rock the Vote, 8PM, Mizner Festival ‘Knight Club’ Tent</td>
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Building Community through Marketing

- Debate Communication Planning Committee
  - Keeping a balance of internal and external Marketing
  - Logo
  - Newsletter
  - Activities
    - Debate Curriculum
  - Volunteers
  - Sponsors and Partners
  - Community Voices
Debate Logo and Branding

- Branding ourselves
- Customized logo
- Spatiality:
- Off and On-Campus
Internal and External Updates
Lynn Debate Newsletter

• Instant Communication 24/7 to ALL audiences
  • Main Debate Site
    • All including the Media
  • Internal Web
    • Students, Staff and Faculty
  • External Web (Lynn.edu)
    • Prospects
  • Lynn.edu/Events
    • Community
Activities

Focus: Community Involvement

Media Attention

• On Campus
  • Academics

i.e.

• Speaker Series
• Mock Presidential Debates
• Integrated Debate Curriculum
• Experiential Learning
October 2012

- **10/25** – **Mock Presidential Debates**
  6-8:30 p.m. – **Amarnick-Goldstein Concert Hall**
  Open to Public

- **10/23** – **American Presidency Scholars Panel**
  12 p.m. – **Amarnick-Goldstein Concert Hall**
  Open to Public

- **10/22** – **Debate Watch Party and Rock the Vote concert**
  6 p.m. – **Mizner Park**
  Open to Public (registration is necessary)

- **10/22** – **Insider’s Viewing Party Shuttle**
  6 p.m. – **de Hoernle International Center**
  Invited Guests Only

- **10/22** – **Insider’s Viewing Party Shuttle**
  5 p.m. – **Lynn Financial Center**
  Invited Guests Only
• Leisure
  i.e.
  • Pool Party
  • Debate Barbeque
  • Red, Blue and White Viewing Party
Connecting Communities Volunteers

“One for all, all for one.”

2012 Debate Volunteer Application

Personal Information:

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Cell Phone</th>
<th>Home Phone</th>
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Address: 30961 S. Solar Circle
City, State and Zip Code: Sunny Isles, FL 33160

Have you ever been convicted of a crime? Yes
Are you at least 18 years of age? Yes

Relationship to Lynn University: Current Employee

*Note to current employees: You must have approval from your current supervisor to be eligible to volunteer.

Please list any other skills or specialized training that you can lend in support of the event:

Do you speak any other languages besides English? If so, please list any languages you speak fluently:

Do you have any restrictions or limitations of which we should be aware?

Restrictions or Limitations:

debateapp6

9/23/2012
Sponsors and Partners

Sponsorship Levels:

• Platinum
• Gold
• Silver
• Bronze
• Festival
• Governmental
• Small Business
Community Voices

- Business
- Education
- Government
- Tourism

Business

Sarah Martin, Executive Director,
Delray Beach Marketing Cooperative

What do you think having the debate means to our community?

Troy McLellan, President & CEO,
Greater Boca Raton Chamber of Commerce

What does being involved with the effort mean to you?
“Show Must Go On”

- “Relive” the moment while strengthening the bridge between Lynn and the community
The Impact

$13.1 MILLION ECONOMIC IMPACT
33,000 + news stories

42 TV SCREENS IN MEDIA FILING CENTER

600 MEDIA WORK STATIONS IN MEDIA ROOM

$63,724,378 EARNED MEDIA

476 volunteers

563 delegates

4,080 media

70 miles of cabling

6.5 MILLION TWEETS

153,265 visitors to website

2,250 spectators on campus

2,500 media bags

5,000 Red, White & View passes
Magyar szervező Floridában
Varga Tímea szerint jó döntés volt a vitát a Lynn Egyetemre helyezés: sok a kilődi diák

„Egy éve ezzel kelünk, fekszünk”

Az opszionális a vita közben az.

Mindenki arról beszámolt, az ágazatban dolgozók, az elméleti és stílusokat is lehet - mondja Varga Tímea, a nagykövetségi illetéktelen tudományos irodája, a világkörüli kongresszusokat és az építkező munkálatokat is.

Összefoglalva az ismeretlen figurát a vitának, hogy a vitát a Lynn Egyetemre helyezés: sok a kilődi diák.

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LYNN UNIVERSITY

$63,724,378
ad value

503 million+
news circulation

33,000+
news stories

BOCA RATON

$50,470,622
ad value

348 million+
news circulation

PALM BEACH COUNTY

$2,450,425
ad value

28 million+
news circulation
Overcoming the Pitfalls

- Full disclosure
- Set expectations
- Lecture and discussion
- Guest lecturers
- Theory integration at all levels
- Multiple assignments
- Multiple types of assessment