



BUCKHEAD COUNCIL
of NEIGHBORHOODS

PO Box 420391
Atlanta, Georgia 30342
www.BuckheadCouncil.org

2017 Mayoral Forum Proposal

Wednesday, October 18, 2017 at 7pm
North Atlanta High School Auditorium

PARAMETERS FOR EVENT:

- Free admission and no reserved seating, except for members of the press and representatives of Buckhead Council of Neighborhoods
- Moderator to engage candidates and will strictly enforce response times
- All questions submitted to BCN prior to event & provided to candidates in advance

FORMAT:

1. Invite Six (6) Mayoral Candidates who are formally qualified for the election with the City of Atlanta Municipal Clerk/ Election Superintendent and are among the top six aggregate campaign contribution amounts* as reported on September 30, 2017. The seventh and eighth place candidates on the contribution reporting list will be invited if their aggregate contributions* are within 20% of the average of the top six candidate's contributions*.
2. Candidates will be seated on stage with a single microphone to pass between them
3. The moderator will be seated opposite candidates on stage with a microphone
4. Each candidate will have ninety (90) seconds for an opening statement. Order to be selected randomly by the moderator
5. The moderator will ask four (4) questions of the candidates
6. A question will be asked and each candidate will have up to ninety (90) seconds to answer the question
7. The order of responses will be selected at random by the moderator prior to the event. Once selected, the first candidate responding to the first question will be the last candidate to respond to the next question (for example, Candidate 1 will answer Question 1 first, Candidate 2 will answer Question second, etc..., then Candidate 6 will answer Question 2 first, Candidate 1 will answer Question 2 second, Candidate 2 will answer Question 2 third, etc...)
8. Following the question & answer session, each candidate will have up to ninety (90) seconds for a closing statement
9. Order for closing statements will be selected randomly by the moderator, and will not be the same as the order of opening statements.

**not including loans*

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QUESTIONS:

- BCN representatives who are 2017 members will be asked to submit up to five (5) questions representative of their neighborhoods concerns for the Mayoral & City Council candidates
- Questions must be submitted no later than Thursday, August 10, 2017
- Questions will be combined into a master list and the neighborhood submitting the question will be noted next to the question
- The Buckhead Council of Neighborhoods Executive Committee and the moderator will review the master list of questions and select/create four (4) to eight (8) questions that capture the most popular issues from the member neighborhoods. The questions asked of the Candidates during the forum will come from these curated questions, as selected solely at the discretion of the moderator on the night of the event.
- The master list of questions and the four (4) to eight (8) curated questions to be used during the forum will be provided to all Candidates no later than Thursday, August 31, 2017

MODERATOR: Jim Galloway, Political Columnist for the Atlanta Journal-Constitution

OPENING & CLOSING REMARKS:

- Candidates should limit responses to the time allowed (90 seconds) and should promptly relinquish the microphone when asked by the moderator
- Remarks should be specific to the candidate and their qualifications and/or reasons for running for Mayor, and should not be directed toward or about other candidates either by name or incidental suggestion

RESPONSES TO QUESTIONS:

- Candidates should direct all responses toward answering the question asked by the moderator
- Candidates should not address other candidates by name or by indirect reference during their responses
- Candidates should limit responses to the time allowed (90 seconds) and should promptly relinquish the microphone when asked by the moderator

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CAMPAIGN LITERATURE:

- Each qualified Mayoral Candidate, including those not invited to participate in the debate, will be provided a single table to post signs and distribute literature in the foyer outside the entrance to the auditorium. This table can be manned by their supporters.
- All supporters may only distribute materials within the vicinity of their table.
- No signs or distribution of campaign literature are allowed in the auditorium.

BROADCASTING:

- Buckhead Council of Neighborhoods will work with local media channels to record and distribute the event and provide access to the recordings via the Buckhead Council of Neighborhoods website and other platforms.