

the
2010 California
Governor's
Debate



OFFICIAL MEDIA GUIDE




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The California Governor's Debate
Tuesday, October 12, 2010
6:30 p.m.

Hosted by
Dominican University of California
NBC

Candidates for Governor
Jerry Brown, Democrat
Meg Whitman, Republican

Moderator
Tom Brokaw

San Rafael, California



Welcome to Dominican University of California. It is a true privilege to host this evening's debate between gubernatorial candidates Jerry Brown and Meg Whitman.

In 1988, when I became president of Dominican, I made an inaugural pledge to grow the institution in a way that would reflect the rich diversity of California. Today, nearly 40 percent of our 2,200 students are of ALANA heritage (African American, Latino, Asian American, or Native American), and a full quarter of our students are the first in their families to attend college.

As you look around you this evening, you will see some of these students. They represent the future of California, and Dominican is preparing them to meet the challenges before us today—and those we anticipate tomorrow. Dominican graduates work in professions critical to the development of the world's eighth largest economy: nursing, health care, education, biotech, and sustainable business. Our integrated curriculum focuses on global awareness and social responsibility and fosters the critical thinking skills and independence of thought, which are at the heart of a democratic society.

Tonight's debate is a tremendous opportunity for Dominican to engage our students and community in the electoral process. With so much at stake this election season, we look forward to a stimulating discourse about the critical issues that our state faces. We hope that this evening's debate will reinforce the importance of being knowledgeable and involved citizens.

Thank you for joining us for the 2010 California Governor's Debate.

Joseph R. Fink
President, Dominican University of California



The California Governor's Debate

National Anthem
Performed by Philip Alongi II

Welcome from President Joseph R. Fink

Introduction of the Moderator

Welcome from Tom Brokaw

Introduction of the Candidates
Jerry Brown, Democrat
Meg Whitman, Republican

Live Broadcast of Debate

the
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The Candidates



Jerry Brown

Edmund Gerald “Jerry” Brown, Jr. is the Democratic Party candidate for Governor of California. He is the former two-term California Governor (1975–83) and current state Attorney General.



Meg Whitman

Margaret Cushing “Meg” Whitman is the Republican Party candidate for Governor of California. She is the former CEO and President of eBay (1998–2008).



The Moderator

Tom Brokaw

Tom Brokaw is a special correspondent for NBC News. In this role, he reports and produces long-form documentaries, and provides expertise during election coverage and breaking news events. He is also the author of five *New York Times* best sellers, including *The Greatest Generation* and *Boom!*

From 1982-2004, Brokaw was the anchor and managing editor of NBC Nightly News, and he served as interim moderator of “Meet the Press” in 2008 after the untimely death of Tim Russert. In addition, he anchored “Today” from 1976-1981.

Early in Brokaw’s distinguished career, he covered California politics as a reporter and anchor of KNBC in Los Angeles. Over the years, he served as NBC News’ White House correspondent from 1973-1976, interviewed every president since Lyndon Baines Johnson, covered every presidential election since 1968 and moderated nine primary and/or general election debates from 1984-2004. Brokaw also served as a moderator of one of the 2008 presidential debates between then Senator Barack Obama (D-Illinois) and Senator John McCain (R-Arizona).

He has received numerous awards and honors, including the Edward R. Murrow Lifetime Achievement Award and the Emmy Award for Lifetime Achievement.



Debate Format

The one-hour debate between Democrat Jerry Brown and Republican Meg Whitman will be moderated by Tom Brokaw of NBC News.

Held before a live audience inside Dominican's historic Angelico Hall, the debate will address the key issues facing California voters.

Mr. Brokaw will question both candidates. Questions and topics are at the discretion of the moderator.

Invitations to participate in the debate were sent to candidates polling higher than 10 percent in statewide polls, including the winning candidates from the June 8th Republican and Democratic primaries.



Angelico Hall

Dominican's 89-year-old Angelico Hall is rich in history and serves as the debate hall for the California Governor's debate.

Angelico Hall has served as a host for some of America's leading policy makers and literary luminaries. The University's Institute for Leadership Studies has hosted a fall and spring lecture series that has attracted former Vice President Al Gore, House Speaker Nancy Pelosi, Former Secretary of State Madeleine Albright as well as authors Michael Chabon, Amy Tan, Dave Eggers and Isabel Allende.

In October 2008, Dominican staged "VoteSmart Challenge '08" featuring Dominican students, representatives of presidential candidates Barack Obama and John McCain's presidential campaigns and National Public Radio ombudsman Alicia Shepard engaged in candid discussion about pressing policy changes.



**DOMINICAN
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Dominican University of California is an independent university founded in 1890 and located 12 miles north of San Francisco. The University's mission is to educate and prepare students to be ethical leaders and socially responsible global citizens who incorporate the Dominican values of study, reflection, community, and service into their lives.

Facts about Dominican students:

- 2,200 undergraduate and graduate students
- 89% of the students are from California
- 46% of undergraduate students and 52% of this year's freshmen are from ethnically diverse backgrounds
- 25% of undergraduates are the first in their family to attend college
- 90% of undergraduates receive financial aid

For the past seven years, Dominican has been ranked by *U.S. News & World Report* as one of the top master's universities in the West. The University is a member of the NCAA Division II Pacific West Conference.



Dominican Watches the Debate Live on Campus and on NBC

On Campus:

- Students gather at Dominican's Caleruega Hall for the great debate watch party
- Focus groups comprising seniors, youth, and community members gather in Guzman Hall to watch the conversation
- The press watches the debate in the Media Filing Center in Guzman Hall
- Community members, special guests, select members of the press, students, faculty, trustees, alumni, and friends watch the live debate in Angelico Hall

Up and Down the State:

Debate Watch Parties are being held in the homes of Dominican alumni and alumni parents throughout California: Glendale, Kentfield, Kingsburg, Novato, San Jose, Sacramento, San Rafael, Sonoma, and Yorba Linda.

Watch, Chat, and Tweet Online:

Watch a live stream of the debate at
www.nbcbayarea.com/news/politics/gubernatorial_debate.html

Chat live about the debate at
www.CaGovDebate.com/facebook

Tweet your comments during the debate at
www.CaGovDebate.com/twitter



Debate Host

NBC Universal's Local Media companies in California include NBC Bay Area, NBC LA and NBC San Diego. NBC affiliated stations KCRA in Sacramento and KSBW in Salinas/Monterey are owned by Hearst Television Inc. The three network NBC-owned stations and two Hearst affiliates reach 83% of California's viewers. NBC U.S. Local Media Division comprises 10 NBC owned-and-operated television stations reaching 27% of U.S. TV households.

For more information please visit: www.nbcuni.com and www.hearsttelevision.com.



Watch the Debate on NBC



NBC Bay Area coverage starts at 6:00 p.m.



NBC Los Angeles coverage starts at 6:00 p.m.



KCRA 3 Sacramento coverage starts at 6:00 p.m.



NBC Palm Springs coverage starts at 6:30 p.m.



KIEM Eureka coverage starts at 6:30 p.m.



NBC San Luis Obispo/
Santa Maria/Santa Barbara coverage starts at 6:30 p.m.



NBC Fresno coverage starts at 6:30 p.m.



NBC San Diego coverage starts at 6:00 p.m.



KSBW Monterey/Salinas coverage starts at 6:30 p.m.



Debate Media

KQED

KQED, one of the most-listened-to public radio stations in the nation, and its statewide news program, “The California Report,” will distribute the live NBC broadcast of the debate to public radio stations throughout California. “The California Report” provides daily coverage of issues, trends, and public policy decisions affecting California and its diverse population. It is carried by 26 public radio stations from Yreka to San Diego.



TELEMUNDO

Telemundo will provide a Spanish-language broadcast of the debate on a tape delayed basis. Telemundo is a U.S. Spanish-language broadcast television network committed to broadcasting unique and outstanding national and local entertainment, news, and sports programming to the fast-growing U.S. Hispanic audience. Telemundo reaches 94% of U.S. Hispanic viewers through 14 owned-and-operated stations, 46 broadcast affiliates, and distribution to nearly 800 cable systems in more than 210 markets.

C-SPAN

C-SPAN will bring the debate to its national audience in a special tape delayed broadcast. C-SPAN is a private, non-profit company created in 1979 by the cable television industry as a public service. It now reaches 100 million cable homes in the United States. Its mission is to provide public access to the political process. C-SPAN receives no government funding; operations are funded by fees paid by cable and satellite affiliates who carry C-SPAN programming. Based on Capitol Hill in Washington, D.C., C-SPAN operates three television channels, one radio station and several websites that provide streaming media including archives of many C-SPAN programs.



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Media Filing Center sponsor

As the largest technology employer in Marin County with headquarters in San Rafael, Autodesk is honored to support this significant event, which is important to all Californians. We believe the debate will be pivotal in determining our state's future leadership. We are happy to provide support as we believe the debate will generate discussion of critical issues facing the state, as well as Autodesk customers, including California's infrastructure, sustainable design and development, architecture and construction, clean technology, manufacturing, education and the entertainment industry.

Our Commitment to Sustainable Design

Providing professionals and consumers around the world with 3D design, engineering, and entertainment software, Autodesk helps customers design more sustainably across a range of industries, including:

- Infrastructure
- Manufacturing
- Clean technology
- Architecture and construction
- Education
- Entertainment

Learn more about Autodesk at www.autodesk.com/2010governordebate and our commitment to sustainable design at www.autodesk.com/sustainabledesign.

And, see our customers' innovative work in the Autodesk Gallery at www.autodesk.com/gallery.



Dominican University of California would like to express its appreciation to the sponsors of the debate:



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Special thanks and appreciation to:

The students, faculty, staff, alumni, trustees, donors, and neighbors of Dominican University of California, the City of San Rafael, and the entire NBC family.



Fast Facts: California Politics

California has had 38 governors in its history. Of that number, 21 have been Republicans, 13 have been Democrats, and four have come from another party. (SOURCES: American Political Leaders; National Governors Association)

Six of the state's last nine governors have been Republicans (the Democratic exceptions were Jerry Brown, his father, Edmund Gerald "Pat" Sr., governor from 1959-1967 and Gray Davis) (SOURCES: American Political Leaders; National Governors Association)

Every California governor has been male, and all but one have been white (the exception: Romualdo Pacheco, who was Hispanic). (SOURCE: Public Policy Institute of California)

One past California governor went on to become president (Ronald Reagan); another past governor was appointed Chief Justice of the U.S. Supreme Court (Earl Warren). (SOURCE: Public Policy Institute of California)

From 1992 through 2008, a Democratic presidential candidate has won California.

But from 1952 through 1988—with just one exception (in 1964)—a Republican presidential candidate won the state.

Size of the California budget: \$122.6 billion
(SOURCE: California Department of Finance)

Estimated size of California's budget deficit: \$19.1 billion
(SOURCE: California Department of Finance)

In 2008, California's gross state product was more than \$1.8 trillion (SOURCE: Bureau of Economic Analysis, U.S. Commerce Department)

If it were a country, California would currently rank as the world's eighth-largest economy (SOURCE: World Bank). Note: Only the U.S., Japan, China, Germany, France, U.K., and Italy have larger GDPs than \$1.8 trillion.

(Fast Facts on California Politics courtesy of NBC News.)



Fast Facts: State of California

California, the Golden State, was granted statehood in the United States on September 9, 1850. It was named by the Spanish after Calafia, a mythical paradise in a Spanish romance book, *Las Sergas de Esplandián*, by García Ordóñez de Montalvo around 1500.

California has 58 counties, 18 national forests and 278 state parks and beaches. Here are some more facts provided by the U.S. Census Bureau:

Size: 155,959.34 square miles

Persons per square mile: 217.2 (2000)

Population: 36,961,664 (2009 estimate)

Population under age 18: 25.5%

Population age 65 and older: 11.2%

Population female: 49.9%

Population male: 50.1%

Population Caucasian: 76.4%

Population Hispanic/Latino origin: 37%

High School graduates: 76.8%

College bachelor's degree or higher: 26.6%

Language other than English spoken at home: 39.5%

Median value of owner-occupied housing units: \$211,500 (2000)

Median household income: \$61,017 (2008)

(SOURCE: U.S. Census Bureau)



California Governors

Arnold Schwarzenegger (R), 2003–present
Gray Davis (D), 1999–2003
Pete Wilson (R), 1991–99
George Deukmejian (R), 1983–91
Edmund Gerald Brown, Jr. (D), 1975–83
Ronald Wilson Reagan (D/R), 1967–75
Edmund Gerald Brown (D), 1959–67
Goodwin Jess Knight (R), 1953–59
Earl Warren (R), 1943–53
Culbert L. Olson (D), 1939–43
Frank Finley Merriam (R), 1934–39
James Rolph Jr. (R), 1931–34
Clement Calhoun Young (R), 1927–31
Friend William Richardson (R), 1923–27
William Dennison Stephens (R), 1917–23
Hiram Warren Johnson (R, Progressive), 1911–17
James Norris Gillett (R), 1907–11
George Cooper Pardee (Progressive, R) 1903–07
Henry Tiftt Gage (R), 1899–1903
James Herbert Budd (D), 1895–99
Henry Harrison Markham (R), 1891–95
Robert Whitney Waterman (R), 1887–91
Washington Bartlett (D), 1887
George Stoneman (D), 1883–87
George Clement Perkins (R), 1880–83
William Irwin (D), 1875–80
Romualdo Pacheco (R) 1875
Newton Booth (R), 1871–75
Henry Huntly Haight (R/D), 1867–71
Frederick Ferdinand Low (Union), 1863–67
Amasa Leland Stanford (R), 1862–63
John G. Downey (D), 1860–62
Milton Slocum Latham (D), 1860
John B. Weller (D), 1858–60
John Neely Johnson (American, Know-Nothing), 1856–58
John Bigler (D), 1852–56
John McDougal (Independent Democrat), 1851–52
Peter Hardeman Burnett (Independent Democrat), 1849–51

(SOURCE: National Governors Association)



Dominican University of California Experts

DR. JOSEPH R. FINK

President, Dominican University of California

Areas of expertise: higher education in California; challenges facing public and independent universities; American political and foreign policy, post 1945

Dr. Fink has served as president of Dominican University of California for more than 20 years. He has been quoted frequently in the media about the challenges facing higher education in California and the evolving role of independent universities in educating students who reflect the ethnic and economic diversity of the state's residents. Dr. Fink, an American history scholar, earned his PhD in American History from Rutgers University.

DR. LUÍS CALINGO

Executive Vice President and Chief Academic Officer

Area of expertise: California economic outlook

Before being named the University's Chief Academic Officer in 2009, Dr. Calingo served as Dean of Dominican's School of Business and Leadership. He was also the Dean of the College of Business Administration and Professor of International Business at California State University, Long Beach.

Dominican's School of Business and Leadership offers both undergraduate and graduate degrees in Business and Leadership to more than 450 students.

DR. EDWARD KUJAWA

Dean, School of Education and Counseling Psychology

Areas of expertise: California K-12 education; teacher training

Dr. Kujawa is past president of the California Association of Colleges for Teacher Education and past president of the Independent California Colleges and Universities Council for the Education of Teachers.



Dominican University of California Experts

ALISON HOWARD

**Instructor, Department of Political Science
and International Studies**

*Areas of expertise: political communication/advertising;
debates and elections; the youth vote*

Howard is the author of two papers focused on the youth vote: “Talking to Millennials: Policy Rhetoric and the Rhetorical Narratives in the 2008 Presidential Campaign” and “Policy-Making Rhetoric and Youth Issues in the 2004 Presidential Campaign.”

In her book, *Addressing the State of the Union: The Evolution and Impact of the President’s Big Speech*, Howard explores how and why the State of the Union address came to be a key tool in the exercise of presidential power. The book outlines the ways presidents use this address to gain attention, to communicate, and to make specific policy proposals.

DR. BERNARD VON BOTHMER

Instructor, Department of Humanities

*Areas of expertise: U.S. political history; political candidates;
political campaigns*

Dr. von Bothmer’s recent book, *Framing the Sixties: The Use and Abuse of a Decade from Ronald Reagan to George W. Bush*, examines how politicians have defined the 1960s for their own political purposes.



Dominican University of California Experts

DR. HARLAN STELMACH

Professor and Chair, Department of Humanities

Area of expertise: ethics

Dr. Stelmach's graduate work in the field of ethics began at Harvard University where he received his master's degree. He completed his doctoral work at the Graduate Theological Union/Berkeley in 1977 in an interdisciplinary program in ethics and social science. A post-doctoral visiting scholar stay at the Haas School of Business in Berkeley contributed to one of his specialties in business ethics. He was the director of the Center for Ethics and Social Policy in Berkeley for five years. Dr. Stelmach is the co-author of *Doing Ethics in a Diverse World* (Westview Press, 2007).

JOHN STAYTON

Professor and Co-Founder, GreenMBA

Area of expertise: sustainability and green practices

Stayton is the co-founder of the GreenMBA program, which promotes the triple bottom line approach to business: people, planet, and profit. The program focuses on business solutions that promote ecological preservation and restoration, ethical practices, and financial viability.



Dominican University of California Experts

ROBERTO PICCIONI **Instructor, GreenMBA**

Area of expertise: sustainable enterprise

Mr. Piccioni teaches on a variety of environmental sustainability topics and is responsible for the Operations Management course in Dominican's GreenMBA Program. He also teaches annual courses in safety and sustainability management at the University of Graz in Austria to production engineering and management graduate students and principles of environmental sustainability to MBA students at Thammasat University in Bangkok, Thailand.

SARAH DIEFENDORF **Instructor, School of Business and Leadership**

Areas of expertise: environment; AB 32

Sarah Diefendorf is Executive Director of the Dominican University of California-based Environmental Finance Center for EPA Region 9. She also teaches sustainable enterprise in the University's GreenMBA program.

LESLIE CRANE **Simulation Curriculum Director, Department of Nursing**

Area of expertise: access to healthcare; single-payer health insurance; nursing shortage

Leslie Crane, RN, is the supervisor of off-site clinicals for Dominican's Department of Nursing.

To schedule an interview, please contact:
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Key Websites:

www.CaGovDebate.com
www.dominican.edu
www.nbcuni.com
www.kqednews.org
www.cspan.org
www.jerrybrown.org
www.megwhitman.com
www.ca.gov
www.nga.org



VoteSmart Challenge '10
Thursday, October 14, 2010 • 9:30–11:00 a.m.
Angelico Hall, Dominican University of California

Two days after the Governor's Debate, Dominican will present VoteSmart Challenge '10. Free and open to the public, this event is designed to engage and educate Dominican's student body and the community about key issues facing California in this year's gubernatorial race — education, energy, health care, immigration and water. The audience will respond to questions about the issues using handheld digital polling devices.

- **Team Education** will focus on teacher recruitment, training, retention and accountability.
- **Team Energy** will explain the pros and cons of the controversial Proposition 23.
- **Team Health Care** will examine the future of health care.
- **Team Immigration** will discuss the nuances of the current federal immigration policy.
- **Team Water** will speak about the future of clean water and stress the importance of water legislation.



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