

*******MEDIA ADVISORY*******
General Debate News Coverage & Logistic Information

**California Governor's Debate
Dominican University of California
Tuesday, October 12, 2010**

Credential & Parking Pass Distribution

Press credentials will be available for pick up on both Monday, October 11 and Tuesday, October 12, at Conlan Center on the Dominican University of California campus.

There will be no off-campus or will call pick-up for media credentials.

Each member of the media will be required to present photo identification and a company ID or a letter from a supervisor/assignment editor on official company letterhead from the organization they are representing. These documents are required at both credential pick-up and when checking into the Media Filing Center on Tuesday, October 12.

News organizations receiving multiple credentials may send one representative to pick up credential packets. The individual designated for pick up must be listed among those to receive a credential.

Monday, October 11 – 11 a.m. to 4 p.m.

News organizations are strongly encouraged to pick-up their parking passes (if assigned) and credentials on Monday. Credentials can be picked up at Dominican University of California's Conlan Center located at the intersection of Grand and Acacia Avenues in San Rafael. Temporary press parking is available in the Conlan Center parking lot for credential pick up only.

Tuesday, October 12 – 1 p.m. to 3 p.m.

News organizations may pick up their credentials on Debate day at Conlan Center. This is a site change from Guzman Lecture Hall. News organizations picking up credentials on Tuesday should expect delays. Reserved parking for press is available in Conlan Center on a priority basis. (See parking information below.)

PARKING

Members of the media planning to drive to the debate must apply for a parking permit.

Parking for media will be reserved in the lower parking lot at Conlan Center located at the intersection of Grand and Acacia Avenues in San Rafael. There is an overflow general debate parking lot at Coleman Elementary School South of Conlan Center on Watt Avenue off Grand Avenue.

News organizations are encouraged to car pool with their team members, as parking is limited.

Television production trucks must request special arrangements in advance for parking in a specially tested and designated lot for satellite and microwave transmission vehicles.

DIRECTIONS

Several streets surrounding the Dominican campus will be closed on Tuesday, October 12, beginning at 2 p.m. Please expect delays and plan to arrive early for ease of parking and security credential checks.

Media unable to access Conlan Center via the general route in the northbound direction on Grand Avenue may be diverted to an alternate route to reach the media parking lot.

The alternate route begins at the San Pedro Road exit off U.S. 101.

From Southbound 101, take the San Pedro Road exit, turn left onto Merrydale Road, right onto N. San Pedro Road, left up Los Ranchitos Road, which ends at a stoplight. At that intersection, take a left under the freeway overpass bridge, and then take right onto Villa Avenue, which parallels the freeway. Go straight on Villa, which runs into Grand Avenue. Conlan Center is on the right at intersection of Grand and Acacia Avenues.

From Northbound 101, take the North San Pedro exit, go straight over overpass then loop right and follow exit, which merges onto San Pedro Road exit and under the freeway overpass. Continue on San Pedro Road and take left up Los Ranchitos Road, which ends at a stoplight. At that intersection, take a left under the freeway overpass bridge then take right onto Villa Avenue, which parallels the freeway. Go straight on Villa, which runs into Grand Avenue. Conlan Center is on the right at intersection of Grand and Acacia Avenues.

To view a map of the University, please go to: <http://new.mapquest.com/>

MEDIA FILING CENTER & SPIN ROOM

The Media Filing Center opens at 1 p.m. on Tuesday and will remain open throughout the evening.

The Media Filing Center is located in Guzman Lecture Hall on the second floor of Guzman Hall, 50 Acacia Avenue.

Guzman Hall is located next to Angelico Hall where the live debate will occur.

Workspace:

The Media Filing Center will be equipped with tables, chairs, power outlets, multi-boxes, wifi and hardwire Internet connections.

Filing Center positions will be assigned on a priority basis. Space is limited. Please advise the University's press office if you would like a position.

Press interview areas:

There will be two designated press interview areas for TV interviews with campaign staff, surrogates and Dominican policy experts.

Viewing the debate:

The live debate and pre-program will be broadcast on a large center screen. Four TV monitors along the sides of the room will carry the live debate as well as pre and post news coverage.

Hospitality:

Dominican will provide refreshments and a light dinner for the members of the press.

Post-Debate Candidate Press Briefing & Interviews:

After the debate it is expected that both candidates – Jerry Brown and Meg Whitman – will come to the Media Filing Center for post-debate comments and interviews.

NBC BAY AREA RULES FOR CLIPPING DEBATE COVERAGE

Except for those stations that are authorized, the debate may not be broadcast LIVE or DELAYED, in part or in whole, on any media or other platform. In news reports, excerpts may be aired with the following restrictions:

- 1. No excerpt(s) longer than an aggregate of 2:30 minutes may be used in any single news broadcast at anytime after the live broadcast.**
 - 2. All video excerpts must be accompanied by a visual credit, “Courtesy NBC Bay Area”.**
- At no point can any station alter any part of the broadcast by any means including, changing the size of the picture or adding any graphics over the screen at any time other than to legally identify the station as provided.
 - Program feed will include all graphics.
 - NBC Peacock bug will be in lower right hand corner.

TV STAND UP POSITIONS & SATELLITE/MW TRUCK PARKING

TV Stand Up positions outside of Angelico Hall for live broadcast are limited and will be assigned on a priority basis. Television stations requesting a stand up position must notify the University’s Press Office.

A parking lot behind the debate site, Angelico Hall, has been designated for satellite and microwave transmission and production truck parking. Spaces will be assigned. Please contact the press office to make arrangements.

A path for cable runs from the TV Stand Up area to the Angelico parking lot has been designated. Cable pulls will be coordinated and supervised.

Satellite/MW and production trucks that have registered will be directed to park in assigned spaces in a staff parking lot next to Angelico Hall, off Acacia Avenue.

All media trucks and vans must have a parking pass issued by the University. All media personnel must be credentialed.

A press box to the live debate feed will be available in the TV Stand Up area. News organizations taking audio and/or video clips will be provided with clip usage provisions by NBC and the University press office.

CELL PHONE & WIFI RECEPTION

Free wireless Internet service will be provided and passwords will be distributed the day of the debate.

Cell phone services will be boosted for some providers, including AT&T and Verizon. Additionally, T-Mobile is accessible on campus.

There will be no landline telephone line service available inside the Media Filing Center.

WORKING PRESS IN ANGELICO HALL

Seats for the press inside the live debate site, Angelico Hall, will be limited.

Major news organizations will be allocated a seat and notified. Members of the press with assigned seats will be ticketed and directed to their seats prior to the 6 p.m. start of the pre-program. All guests in Angelico must go through security and be seated by 5:30 p.m.

The use of cameras, video cameras, audio recorders, cell phones, laptops and other electronic devices are prohibited.

Media seated in Angelico Hall must remain in the building until the conclusion of the debate.

PRESS PHOTOGRAPHERS' POOL

An expanded pool of news photographers will be escorted into Angelico Hall at approximately 5:55 p.m. for the pre-program including candidate introductions and the candidate handshake. Photographers will then be escorted out of the hall.

Several pool photographers will be permitted in Angelico Hall for the live debate. Additionally, the University will make photographs available on line for press use.

LIVE ON LINE STREAMING OF THE DEBATE

NBC will provide a live stream of the debate. News organizations may link to NBC's live stream at: http://www.nbcbayarea.com/news/politics/gubernatorial_debate.html

MEDIA ACCOMMODATIONS

The **Embassy Suites** hotel in San Rafael and **Inn Marin** hotel in Novato are offering special media rates for the debate.

The **Embassy Suites** is located approximately three miles from the Dominican campus at 101 McInnis Parkway in San Rafael. Contact Lori Levy, Convention Services Manager, at (415) 499-5908 or lori.levy@hilton.com for details.

The **Inn Marin** is located approximately seven miles from the Dominican campus at 250 Entrada Drive in Novato. Contact Kris Hillard at (415) 883-5952, Ext. 566 or kh@innmarin.com.

Both hotels are located off U.S. Highway 101.

MEDIA CONTACTS

For all media inquiries, please contact Dave Albee, Associate Director of Public Relations, at 415 257-1308 or david.albee@dominican.edu or Sarah Gardner, Director of Communications, at 415 485-3239 or sarah.gardner@dominican.edu.

Email is preferred.