

KPFA NEWS ELECTION NIGHT INSTRUCTIONS FOR FIELD REPORTERS

NUMBER TO CALL TO TALK TO AILEEN ON ELECTION NIGHT AND TO BE PUT ON THE AIR ON ELECTION NIGHT: (510) 848.4425

If you're covering campaign headquarters for a candidate or ballot proposition you will need to bring:

1. A cell phone

~~2. A laptop and headphones with which to monitor KPFA. (Optional)~~

3. A recorder and microphone to record interviews or speeches.

WHAT WE'RE DOING: On election night, KPFA will provide continuous live coverage from 7 p.m. to 12:30 am. Mark Mericle will anchor from the KPFA Studios.

WHAT YOU DO: Look at the schedule to find out when you are expected to call. Prepare a script ahead of time. Get the candidates on the air on election night. Details below:

WHEN YOU CALL: Your call will be answered by Aileen, who will then put you on hold until we're ready to go to your live report. You will hear Mark do a very brief introduction to you. **DO NOT START YOUR REPORT BY SAYING, "HI MARK" OR "AM I ON THE AIR"**. This is the natural tendency, but please prepare yourself, have faith you are on the air and begin your report. It should be brief, 30 to 60 seconds. Have it written out.

Describe the campaign, the locale for the election night party, the mood or expectations. Think of this as an anchor's introduction to a news report
A Sample:

"Here at the Fairmont Hotel, a crowd of about 250 well-dressed mostly white and Asian Americans has gathered to celebrate Gavin Newsom's expected first place finish in the mayor's race. Gavin Newsom has had the comfortable position of being the frontrunner throughout the first phase of the campaign and plenty of cash on hand to head into the run off. Gavin Newsom what's your reaction to tonight's election returns."

After you ask your question, hand the candidate the cell phone. Let them know ahead of time that anchor Mark Mericle will be doing a brief interview with them so they should hold onto the phone and wait for Mark's question. **DON'T**

REPORT THE ACTUAL RETURNS. THE NUMBERS YOU HAVE ARE LIABLE TO BE OUT OF DATE AND WE'LL BE PROVIDING UP TO THE MINUTE RETURNS OURSELVES.

If you can't get anyone to the phone at your scheduled time to file, call a little bit in advance and let Aileen know. If we're short of material, we may put you on the phone live anyway with a voicer.

WHEN DO YOU CALL?: Be sure to pick up a copy of the schedule, which probably will be available on Monday, Nov 3. You should call when your report is scheduled -- you may be put on the air or you may be asked to call back. **AND YOU SHOULD ABSOLUTELY CALL WHEN SOMETHING BIG HAPPENS WITH YOUR CANDIDATE OR ISSUE. WE WANT THE CANDIDATES ON THE AIR ON KPFA. BE SURE TO GET THEM TO THE PHONE DURING THE COURSE OF THE EVENING.**

YOU'RE NOT DONE YET: When everything is wrapped up, if you recorded material that we can use for the Wednesday morning news, please either drop it off on Tues nite or bring it by early Wed a.m. In some cases, we'll ask you come in to produce a short reporter's piece or a script and sound bite(s).

THANKS!