

YouTube ALA Presidential Candidates Forum

The purposes of the YouTube Candidates Forum are:

- to give members who cannot attend the face-to-face forum at Midwinter an opportunity to ask the candidates questions
- to complement the face-to-face forum
- to increase members' interest in the election and, we hope, stimulate greater voter participation

We have reached consensus that the face-to-face forum and the YouTube forum should *not* intermingle—i.e., the face-to-face forum will proceed in its traditional format, presided over by ALA's immediate past president.

Submission Guidelines:

- Questions should be submitted as videos and posted to YouTube
- Submissions must be tagged ALAelection2009 in order to be considered
- Maximum running time for a video is 90 seconds
- The call for submissions will give clear, easy-to-follow instructions for tagging the videos
- The individual or group submitting a video must give use their true name(s)
- ALA members or groups of ALA members may submit questions

Deadline for submission of questions for the candidates: January 16, 2009

Selection of the questions: All members and the candidates will have access to all questions that are submitted with the correct required tagging. To assure that the video forum addresses members' highest priorities and to keep the candidates' response responsibility manageable, a jury consisting of recent ALA presidents will select six questions for the candidates to respond to. The jurors will submit their recommendations to the current president no later than January 18, 2009. The six questions that receive the strongest recommendations will be showcased in the video forum.

Candidates' responses:

- Candidates will be informed no later than January 19, 2009, which six questions have been selected to be showcased in the video forum
- Candidates will have a choice:
 - They can prepare their own video responses to these questions and submit them to ALA
 - The deadline for submitting responses is Friday, February 20, 2009
 - They can work with a designated ALA staff member at a mutually agreeable time during the 2009 Midwinter Meeting to arrange for that staff member to record their responses
 - This service will be available to a petition candidate if the petition is submitted early enough in during the Midwinter Meeting to arrange a mutually agreeable time
 - A would-be petition candidate can set up the appointment before his/her petition is submitted; however the ALA staff member will not record responses of a petition candidate until after the candidate's petition is submitted with the required number of signatures
 - If a petition candidate submits his/her petitions too late to meet with the designated ALA staff member to record the candidate's responses, this service

will be available to the candidate at ALA Headquarters in Chicago between the conclusion of the ALA Midwinter Meeting and February 20

- A petition candidate who chooses to use this service at ALA headquarters will be responsible for his/her travel and other expenses
 - Candidates are not required to participate in the video forum
- Candidates should not publicly divulge the questions selected nor distribute their responses independently until they are posted on the ALA Website. After that, candidates may post their responses on their own blogs or Websites.
- Candidates' responses to each question should have a maximum running time of 2 minutes
- In consultation with appropriate ALA staff, the ALA Governance Office will provide the candidates with information about file format requirements and instructions on submitting their responses to ALA
- Candidates can independently post to YouTube responses to questions that are not among the six questions showcased

Ballot implications

- If it can be established far enough in advance, the URL for the video forum on AL Focus will appear on the printed ballot
- If the URL for the video forum on AL Focus appears on the printed ballot, it should also be on the electronic ballot; on the electronic ballot it should be a clickable link

Release and publicity of showcase questions and candidate's responses

- ALA Focus will post the full video forum online on the ALA Web site on Friday, March 6
- ALA PIO will issue a press release and *AL Online* will publicize the video forum
- Emails to members announcing that the polls are open and reminder emails should include the URL for the video forum on American Libraries Focus