



**Candidates in Focus (CIF)** offers candidates running for O’ahu or statewide offices the opportunity to present a message up to **5 minutes** in length. Messages are consolidated into programs featured by contest, cablecast on television, and made accessible on the Internet before the **General Election**.

*‘Olelo will be providing the following options to participate in Candidates in Focus:*

- In Person Studio Recording** facilitated by ‘Olelo staff
- Virtual Remote Conference Recording** facilitated by ‘Olelo staff
- Self-Recorded Video Submission** – submit a message that you record on your own; see *Framing Guide*
- Candidate Promo** - after your Candidates in Focus recording session, we’ll record a short promo

**When will recording sessions be available?** *In person and virtual recording sessions will be offered from September 7 – September 21, 10 am to 7 pm, Monday – Friday at these times:*

10:00 am	12:00 pm	2:00 pm	4:00 pm	6:00 pm
11:00 am	1:00 pm	3:00 pm	5:00 pm	7:00 pm

**Where will the sessions be held?** *The in-person Studio recording of Candidates in Focus will be offered at 1122 Mapunapuna Street in Honolulu. Some in person session times may be unavailable due to construction noise, please call for more info. The virtual sessions can originate from any location that you have a strong, stable Internet connection.*

**How do I get to Mapunapuna?**  
Visit our website for [directions](#).

**How do I make a reservation for the General?**

Email [vote@olelo.org](mailto:vote@olelo.org) or call **237-2123** and give us the following info:

- Your name and contest
- Your preferred recording day and time **with 2 alternate choices**
- Your preferred recording method: **In person** or **virtual**. See below for self-record instructions.
- If you will need the **Teleprompter** (available for in person recording only)
- If you would like to record a **Candidate Promo** (available for in person recording only)
- Your email address and phone number so we can contact you to confirm or reschedule.

**Can I use the recording I did for the Primary for the General Election edition of Candidates in Focus?**

Yes. If you recorded a message for the Primary, we will include it for the General Election unless you record a new message.

**How long is a Candidates in Focus recording session?**

Each recording session is 45 minutes. Thirty minutes are dedicated to recording your message and fifteen minutes are dedicated to preparation. Please arrive to the session early (both in person or virtually) to take advantage of your entire time. Late arrivals will have less time and may not be able to do extra takes.

Contact us at [vote@olelo.org](mailto:vote@olelo.org) , (808) 237-2123 or visit [olelo.org/CIFinfo](http://olelo.org/CIFinfo) for more information.

***When are the Candidate Promo recording sessions?***

The recording session for the Candidate Promo will happen after your 5-minute *Candidates in Focus* recording is finished. Your promo can be up to one minute. If your script is finished, you are welcome to use the teleprompter.

***Can I record my own Candidate Promo for airing on 'Ōlelo's channels?***

Yes! Follow the submission instructions under the **Time Sensitive Election Related Programs** section below.

***What are 'Ōlelo's COVID-19 safety measures?***

Masks are preferred, but not required.

***Will I be able to reschedule for a different time if I miss my session?*** Please call us if you're unable to make your session; rescheduling may not be possible.

***How much will it cost?*** *Candidates in Focus* and the Candidate Promos are community services offered at no cost.

***How long can my Candidates in Focus statement be?*** Five minutes is the maximum length. You can speak for any length of time up to five minutes. Videos will not be edited, so you must be able to record your speech, start to finish, to complete a 'take'. For the options facilitated by 'Ōlelo there will be visual countdown cues for you to help keep your speech under five minutes.

***How long can my Candidate Promo be?*** One minute is the maximum length. You can speak for any length of time up to one minute. Videos will not be edited, so you must be able to record your speech, start to finish, to complete a 'take'. Visual countdown cues will be available for you to help keep your speech under one minute.

***What should I say?*** Anything you think the voters should hear about your candidacy. Due to the non-commercial nature of 'Ōlelo programming, please refrain from asking for donations.

***Can I suggest changes to the set, lighting or framing?*** No. All candidates will be provided the same set, lighting, audio and framing. To provide equity to all candidates, we have developed a guide that dictates the framing and background permitted for the virtual and self-recorded options. Please refer to the **FRAMING GUIDE** to help you set your background and framing.

***What should I bring?*** If you are recording your session in person at our studio and you would like to use the Teleprompter, email your Microsoft Word script to [vote@olelo.org](mailto:vote@olelo.org) at least one hour before your session and also bring in a back-up copy of the file on a flash drive.

***How should I format the Teleprompter script?*** Type out the document as you would normally in Microsoft Word or attach it to an email at [vote@olelo.org](mailto:vote@olelo.org). Please do not apply any special formatting or change margins.

***Can someone else appear on camera with or for me?*** No. Only the candidate may appear on camera.

***How can I maximize recording session time?*** Practice and polish your speech before your session. The 30-minute recording session (after 15 minutes of preparation) goes by very quickly, so please ensure that your speech is under 5 minutes.

***Will I be able to watch my takes?*** Staff will let you know how to view your takes after your session. We will also ask you to select your preferred take and email us back your choice within 24 hours.

**Will there be any paperwork to complete before the session?** Yes. You will need to read, sign and submit a [release agreement form](#) before your recording session begins.

**Can I get a copy of my recording?** Links to the finished programs will be available on [olelo.org](#) after October 16<sup>th</sup> so you can share your message with voters. A low-resolution copy will be made available after your session. An 'Ōlelo acknowledgement must be made when sharing the video: "Courtesy 'Ōlelo Community Media 2022".

**When will my message begin airing?** The General Election episodes of Candidates in Focus will premiere October 16<sup>th</sup> on Spectrum and Hawaiian Telcom Channel 49. Airdates for each program, as well as 'ŌleloNet On Demand info will be available at [olelo.org/CIF](#). Candidate Promos will begin airing on 'Ōlelo's channels in early October.

#### **What should I wear?**

- The background is blue, so a contrasting color would look best, such as earth tones like tans, browns, oranges and cool colors like green.
- Try to avoid wearing all white, black, red, or small busy patterns such as herringbone, checks, plaids, stripes, or fine aloha print as they can create distracting problems on camera.
- Please do not wear campaign buttons, hats or stickers during the recording. Lei are maika'i.

#### **Are there other 'Ōlelo services available for candidates?**

- **MiniStudio** - a 3-camera, live-to-tape production service that enables you to create your own thirty-minute program to discuss issues important to you or your community.
- **Program Submission** – Cablecast your campaign PSAs or any other election-related content of any length on the channels. Non-commercial content originating elsewhere is welcome. See below for our technical specifications and more information about how to submit your time-sensitive election-related content.
- **Election Production Event Coverage** - If you are slated to appear at a forum or debate or another election-related event, have the group organizing the event request coverage at [olelo.org/ep](#). Coverage is dependent upon capacity during the period.

### **Candidates in Focus Self-Recorded Video Submissions**

**How do I submit my own recording for Candidates in Focus?** Record your speech following the FRAMING GUIDE. Once you've recorded your up to 5-minute message, [click here](#) to fill out a form and upload your video.

**Will there be any paperwork to complete before I upload my video?** You will need to review the release agreement and agree to the terms to enable uploading.

**What is the deadline to submit my self-recorded video?** We review digital files for any audio or video issues in case we need to contact you to repair any issues or provide us another copy. As this precautionary measure takes time, we ask that you **submit your CIF video no later than Monday, September 19<sup>th</sup>**. Videos will not be accepted after this date.

**Are there any restrictions for my self-recorded video?** If you would like your video message to be included in *Candidate in Focus*, you must follow our guidelines and the info in the Framing Guide below. If you prefer not to follow our guidelines, your message is still welcome on the channels, however, it will air independently of the *Candidates in Focus* programs. See the next section for information on how to submit message(s) outside of CIF.

Contact us at [vote@olelo.org](mailto:vote@olelo.org) , (808) 237-2123 or visit [olelo.org/CIFinfo](#) for more information.

**Time Sensitive Election-Related Program Submissions**

If you would like to submit other election-related programs outside of *Candidates in Focus* for airing on 'Ōlelo's channels, please follow these technical specifications for your video file. You may submit up to 10 Time Sensitive Programs for the General Election until our **November 1<sup>st</sup> deadline.**

Submit your program(s) [here](#).

<b>Program Submission Technical Specifications</b>	
<b>VIDEO</b> <b>Codec:</b> H.264 <b>Container:</b> .MOV <b>Frame Rate:</b> 29.97 frames per second <b>(Not 30fps)</b>	<b>AUDIO</b> <b>Audio Average:</b> -12db <b>Audio Peak:</b> -6db
<b>ENDSLATE</b> All shows longer than 2 minutes should have a 10 second slate at the end of the program with your name and contact number.	

**Links**

[Link to Form to Upload My Self-Recorded Candidates in Focus Clip](#)

[Link to Form to Upload Other Time Sensitive Election-Related Programs](#)

[Link to 'Ōlelo's Release and Content Agreement](#)

## FRAMING GUIDE

For the virtual or self-recorded options, set up your framing using these guidelines.

- Place your computer/camera at eye level. Eye level is a much better angle than looking down. Have books handy if you need to elevate your computer. For cameras, tripods are best.
- Make sure your room/space is extra quiet and well lit. Your face and your background should be decently, evenly lit, but most importantly your face.
- Be mindful of “headspace”. Do not have too much or too little open space above your head.
- Center your head and allow for your shoulders to be in the shot, this helps to provide space for lower title graphics.
- Remember to be comfortable, as you will likely have to maintain your framing for 5 minutes.
- Avoid having the back of your chair showing in your shot.
- Look directly at the camera lens. Whether you are recording on a computer, camera, phone, iPad, etc., direct your speech to the camera lens rather than to the screen so that you connect with your viewing audience.
- Speak clearly in the direction of your microphone (usually near the computer’s built-in camera), and project so that your voice sounds strong and you do not have to lean in.
- **Content Considerations for participation in Candidates in Focus**
  - Up to 5 minutes in length
  - No editing. Your message must be delivered as an uninterrupted take.
  - No charts, graphics, titles, banners, or signage
  - No campaign buttons, hats or stickers
  - No music
  - Casual settings indoor or outdoor are fine
  - Try to keep backdrops simple and natural so the focus is on you and your message



Framing Examples

