

THE TEXAS DEBATES: THE RACE FOR GOVERNOR

This release contains information related to radio and TV feeds of the Sept. 30 gubernatorial debate produced by the Texas Debates media consortium. It also includes instructions for media coverage onsite as well as background information on the debate itself.

Technical questions may be addressed to KERA's Eddie Hedge, ehedge@kera.org, 740-819-1512.

Media inquiries may be addressed to KERA's Christopher Wagley, cwagley@kera.org, 214-740-9377.

THE TEXAS DEBATES: THE RACE FOR GOVERNOR

WHAT: Texas 2014 Gubernatorial Debate Candidates: State Attorney General Greg Abbott (R) and State Senator Wendy Davis, (D-Ft. Worth)

WHEN: 8:00 p.m. CT on Tuesday, September 30, 2014

WHERE: KERA Studios, 3000 Harry Hines Boulevard, Dallas, TX, 75201 (MEDIA ONLY)

STATION

CLEARANCES: Please notify TAB's Michael Schneider, michael@tab.org or KERA's Christopher Wagley, cwagley@kera.org, if your station will broadcast the debate live or delayed or will stream it on your station's website.

TV SATELLITE

FEED INFO: Satellite feed will begin 30 minutes prior to 8 p.m. CT broadcast with slate.

Program in time: begins at 8:00:00 p.m. CT

Program out time: 8:57:00 p.m. CT

There will be no breaks within the program.

Feed will be delivered in high definition digital format, self-contained with graphics.

Bug on lower left, no bug on lower right.

English language stereo program will be on channels 1&2.

Spanish language stereo program will be on channels 3&4.

BROADCAST SATELLITE TEST: Thursday, September 18, at 2:00 p.m. CT.

COORDINATES FOR NON-PBS STATIONS – HIGH DEFINITION FEED:

AMC-1 Transponder K23 slot B Ku Band

DVB-S2/MPEG-4

Video PID: 49 (0X31)

Audio PID: 52 (0x34) – Main Program (English)

Audio PID: 53 (0x35) – SAP (Spanish)

FEC - 3/4

Symbol rate - 4.6 Msps

Downlink freq. - 12151 Hz Horizontal

COORDINATES FOR PBS STATIONS – HIGH DEFINITION FEED:

AMC-21 Transponder HD05 Ku Band

DVB-S2/MPEG-4

Video PID: 49 (0X31)

Audio PID: 52 (0x34) – Main Program (English)

Audio PID: 53 (0x35) – SAP (Spanish)

FEC – 3/4

Symbol Rate – 6.250 Msps

Downlink freq – 1405 Hz Horizontal

**TECHNICAL
QUESTIONS
OR TROUBLE**

SHOOTING:

Eddie Hedge, ehedge@kera.org, 740-819-1512

PBS Stations Satellite Troubleshooting:

SOC Main number: 703-750-8210

NOC Main Number: 703-739-5346

TV PROMO:

To download a customizable :30 sec debate promo:

1. Open web browser and go to <https://kera.sharefile.com/>.
2. Username: texasdebates@kera.org
3. Password: k3r@d3b@t3s
4. Once you're logged into the folder, check the box next to the file titled **TxDebateGov2014ProRes.mov** or **TxDebate2014H264.mov**
5. Once selected, hit the download button in the upper left corner.

RADIO

FEED INFO:

NPR affiliates may access the debate via Content Depot, live stream with subsequent file transfer. More information at contentdepot.prss.org.

TSN affiliates should contact Raul Jaurequi with TSN for channel assignments at (214) 525-7223 or by email at raul.jaurequi@cbsradio.com.

Stations not affiliated with either may access a 64kbps mp3 audio web stream that will be available for stations to use at: <http://kera-ice.streamguys.us/kera-stream1>.

STREAMING:

A live stream of the program will be available at texasdebates.org.

Direct live stream link:

<https://www.youtube.com/watch?v=IPwdWMKKSku>

Live stream embed code:

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<iframe width="560" height="315" src="//www.youtube.com/embed/IPwdWMKKSku?rel=0"
frameborder="0" allowfullscreen></iframe>
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**COMPLETE
PROGRAM**

DOWNLOAD:

For stations unable to take satellite feed, a full digital file of the debate will be available

for download within 24 hours of the program. **PLEASE NOTE: This file will not be closed captioned.**

To download:

1. Open web browser and go to <https://kera.sharefile.com/>.
2. Username: texasdebates@kera.org

3. Password: k3r@d3b@t3s

Dimensions: 1280x720

Video Codec: H.264

Audio Codec: AAC – LC Audio @ 44.1 kHz

Container: .MOV

Data rate: 2 Mbps

Frame rate: 29.97 fps

ONSITE

COVERAGE: Mult-box for on-site reporters for post-debate Q&A. No live audio/video feed of the program will be available on site.

Wi-Fi will be available on site.

The Dallas Morning News will provide an AP pool photographer to capture all official debate photos; no other photographers allowed in the studio. AP subscribers will receive photos via the AP photo stream. Non-AP subscribers can download the photos for free from the following FTP site at the debate's conclusion:

SERVER: <https://kera.sharefile.com/>.

Username: texasdebates@kera.org

Password: k3r@d3b@t3s

Candidates or a campaign representative may be available for a question and answer period following the debate. Video and still photography will be allowed.

Media should plan to arrive at KERA for set-up no later than 7:30 p.m. to watch the debate live from a pressroom. Media will NOT be allowed access to the studio. Media may have an opportunity to interview candidates or a campaign representative wishing to speak with the press after the debate. **Media will pre-register their attendance no later than noon on September 29, 2014, with Christopher Wagley at cwagley@kera.org or (214) 740-9377.**

All members of the media must present press credentials or other picture ID and proof of assignment to enter the building. The KERA Studios are located at 3000 Harry Hines Boulevard, Dallas, 75201 (entrance on Harwood). Satellite trucks and microwave vans should be parked on Harwood Street. Please alert KERA if you plan to bring a satellite truck or microwave van. Directions: <http://www.kera.org/about/directions>.

THE TEXAS DEBATES

BACKGROUND: *The Texas Debates* is produced by KERA in partnership with NBC 5/KXAS-TV, Telemundo39/KXTX-TV, *The Dallas Morning News*, Texas Association of Broadcasters (TAB), *San Antonio Express-News/Houston-Chronicle*, Texas State Networks, Freedom of Information Foundation of Texas (FOIFT) and Texas public broadcasting stations.

The Texas Debates will originate from the studios of KERA-TV in Dallas. (Because of space limitations, the debate is not open to the public.)

The Texas Association of Broadcasters is funding the satellite distribution of the program to commercial and public radio and television stations statewide as a public service to media outlets in Texas. Stations have the option of taking the broadcast live or delaying it. The broadcast will be available in English and Spanish and will be closed-captioned. The television broadcast can be heard in Spanish on the SAP

channel of the debate feed. Real-time translation and closed captioning are provided by TAB, a service it has contributed for broadcast debates since 1998.

The debate moderator and panelists include:

Shelley Kofler, KERA managing editor and debate moderator, is an award-winning broadcast journalist with expertise covering public policy issues, statewide elections and presidential primaries for KXAS-TV/NBC 5, WFAA-TV/ABC and KERA.

Brian Curtis anchors NBC 5 News at 6 and 10 p.m., and he's covered politics at the local, state and national levels throughout his 25 years in broadcast journalism. He led NBC 5's team coverage of the 2012 Iowa caucus and New Hampshire primary, focusing on the Texans in the race -- Governor Rick Perry and U.S. Rep. Ron Paul.

Peggy Fikac is the Austin bureau chief for the *San Antonio Express-News*, covering politics and government. Her work also appears in the *Houston Chronicle*, which has a joint Capitol bureau with the *Express-News*. She previously was a reporter for the Associated Press and Austin correspondent for three Rio Grande Valley newspapers.

Norma García is an award-winning journalist with more than 20 years of experience in television news. She is a co-anchor for *Noticiero 39* at 5 and 10 p.m., and the host of *Enfoque Dallas*, a political news magazine featuring in-depth analysis of current affairs with a specific focus on the Hispanic community. She also produces and reports the special series *Prevenir es Vivir*, which provides health and well-being tips for the Hispanic community.

Gromer Jeffers is a political writer for *The Dallas Morning News*, covering city, state and national politics with a weekly column. He also is a co-host of *Lone Star Politics*, which airs Sundays on KXAS/NBC 5.

Partners for *The Texas Debates* are:

KERA is a not-for-profit public media organization that serves the people of North Texas. The station broadcasts to the fourth-largest population area in the United States. KERA produces original multimedia content and news, carries national and international public television and radio programs, and provides online resources at www.kera.org and www.keranews.org. KERA-TV broadcasts on Channel 13.1. KERA-FM broadcasts on 90.1 in Dallas/Fort Worth/Denton, 88.3 in Wichita Falls, 100.1 in Tyler and 99.3 in Sherman.

NBC 5 / KXAS-TV is the award-winning NBCUniversal-owned Television Station serving the communities of North Texas with quality news and entertainment programming on NBC 5, COZI TV (Digital 5.2) and online at NBCDFW.com.

Telemundo39/KXTX-TV is Telemundo's local television station serving the Spanish-speaking community throughout North Texas. Owned by NBCUniversal, Telemundo39 delivers award-winning local breaking news, weather, entertainment and sports programming across a variety of platforms, including on air, online at TelemundoDallas.com and via mobile and social media channels.

The Dallas Morning News, established in 1885, is Texas' leading newspaper and the flagship newspaper subsidiary of A. H. Belo Corporation. It has received nine Pulitzer Prizes since 1986, as well as numerous other industry awards recognizing the quality of its investigative and feature journalism, design and photojournalism. Its portfolio of print and digital products reaches an average daily audience of more than 1.1 million people and includes online news and information sites; iPhone, Android and iPad apps; *Al Día* (www.aldiatx.com), the leading Spanish-language publication in North Texas; *neighborsgo* (www.neighborsgo.com), a consumer-generated community news outlet; and *Briefing*, the free, home-delivered quick-read.

The Texas Association of Broadcasters (TAB) is a nonpartisan, nonprofit, professional trade organization representing the interests of Texas radio and television stations. TAB promotes and protects a favorable climate for free, over-the-air broadcasting and educates its members and the public about opportunities and advances possible through broadcast operations. TAB is dedicated to the preservation of rights granted to the news media and individuals under the Texas Constitution and First Amendment to the U.S. Constitution. www.tab.org.

The San Antonio Express-News and **Houston Chronicle** are two of the largest news organizations in Texas. With a long history of aggressive coverage of state government and politics, the two Hearst newspapers are dedicated to providing news and information across multiple platforms – print and digital. www.mysa.com and www.chron.com.

Texas State Networks is the oldest and largest state radio network in the country with 138 affiliates in Texas. TSN is a satellite and online content distributor with programming that includes hourly newscasts, sports updates, weather, agribusiness, travel and talk radio programming. TSN also provides uplinks for college and professional sports. www.tsnradio.com

Freedom of Information Foundation of Texas is a nonprofit resource that encourages, sponsors and facilitates a greater appreciation, knowledge and understanding of the First Amendment. Working since 1978 to ensure that the public's business is conducted in public, the FOIFT's mission is to protect and preserve the state's open meetings and open records laws. www.foift.org.