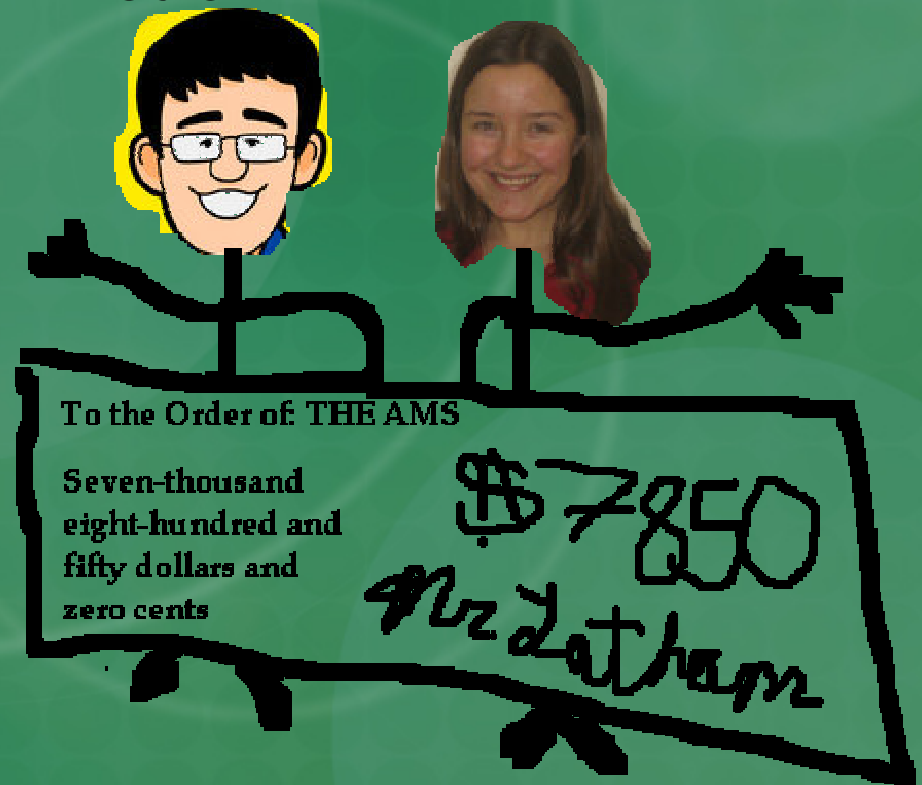
The background features a repeating pattern of light green circles on a darker green field. Overlaid on this are several large, semi-transparent circles in various shades of green and light blue, creating a layered, abstract effect.

AD-HOC VOTER FUNDED MEDIA COMMITTEE

THE COMMITTEE FORMERLY KNOWN AS “TURBO”

ORIGINAL GOALS

- Inform voters
- Increase the amount of information available to students
- Encourage the creation of new media
- Increase voter turnout
- Order a giant novelty cheque



IMPLEMENTATION

- Worked well in general
- The VFM Administrator was invaluable
- Broad based rules were in place
- The election's committee was forced to interpret and implement many rules

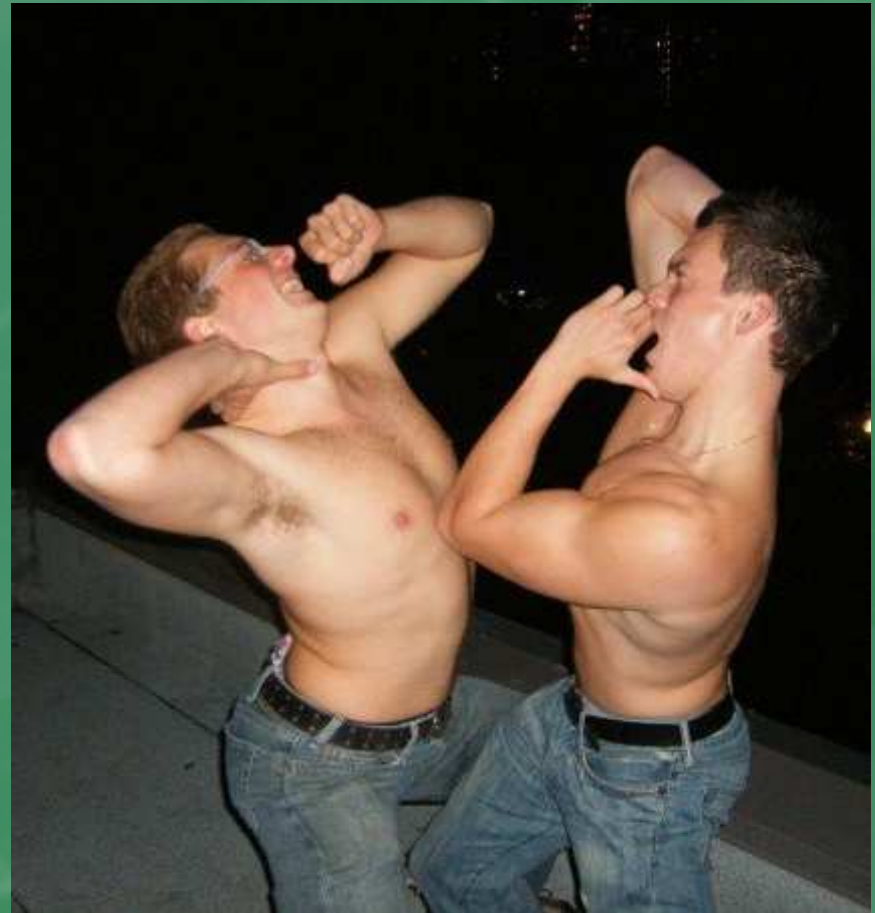


THE “ELECTIONS INSIDER” QUESTION

- Generally considered to be the best media sources
- Was, however, targeted too much to insiders.
- Did not have the established reader base or the promotional support as did other sources.

THE “DUNCAN-KEARNEY” QUESTION

- This was the opposite situation.
- Name recognition and a very strong promotional campaign was executed, particularly on Facebook.
- Wouldn't it be great if their promo was combined with a high amount of content?
- They must remember that Facebook is a very dangerous thing.



THE “TIME” QUESTION

- VFM contest took up a large amount of the candidates time
- Could be rectified by using “Open Access”
 - Ie. Would allow sources to crib from one another and cite sources.
- There could be a general and voluntary question pool that would be distributed to candidates.
- There was some mention of how candidates should be willing to contribute a high amount of time to a campaign.

SLATES

- There could arise a situation where slates exist in fact, but not in law.
- The slate question worked out here, but was an interesting question to consider.
- The next committee should work to define specifically what constitutes a slate, and continuing with relaxed guidelines.
- Alternatively, council could reevaluate the Slate Question – the committee did not think that they would necessarily detract from the election.

INCIDENTAL OUTCOMES

- Candidates were more informed than before.
- The media forced candidates to become more informed about the positions they were running for, or be exposed as such.
- Raised issues that otherwise would not have come up in wide circulation.
 - The Liberal Question
- Created a higher quality of debate.

GOAL INVENTORY

- ✓ Inform voters
- ✓ Increase the amount of information available to students
- ✓ Encourage the creation of new media
- × Increase voter turnout
- × Order a giant novelty cheque
- Overall accomplishments – 3/4

COMMENTS ON VOTER TURNOUT

- The Voter Turnout was unaffected by the project.
- This could be because sources were not given enough time to establish readership.
- Some members of the committee believed that there was not going to be an increase from the get-go
 - I.e. Would create a more educated voter base, not a larger one.
- Worth looking at the effect on turnout in future implementations of the project.

RECOMMENDATIONS - PROJECT

- Continue the Voter Funded Media Project
 - Experiment should be ongoing to gauge continuing effects on elections, and possibly voter turnout.
 - Funding is sustainable for at least one more year through Mark Latham
 - Should start exploring alternative sources of funding.
 - Sponsorship
 - Internal funding

POSSIBLE SPONSOR?

Your Alma Mater Society Presents

Coke Vote

*the 2008
AMSElections
and VJM Contest*

RECOMMENDATIONS - ADMINISTRATION

- Hire the VFM Administrator Earlier
- Be more definite in the rules established for the VFMA so the elections committee does not have to set rules

RECOMMENDATIONS - EXECUTION

- Contest should launch in September
 - Allow sources to get on their feet, establish reader base
- Help facilitate people forming media teams
 - To some degree, this could address the “Elections Insiders Question”
- Encourage “Open Access”
 - Could create a media pool of questions

RECOMMENDATIONS - TIMELINE

- The Elections Committee should be hired in April or May
- The contest registration should launch in September
 - Allows sources to get on their feet and establish a readership
- Allow candidates to declare their intent to run in mid-November, initiate non-public campaign period until the beginning of formal campaigning

AFTERWARD

- Was generally a success.
- Hope that this project will continue and create a plurality of voices on campus.

FIN