AGENDA
June 29, 2017

DINNER

WELCOME:
Dr. Irvin D. Reid & Sheila Cockrel

OPENING CLICKERS

PRE-FORUM ACTIVITY:
Sizing Up Candidate Speech

PRIMARY CANDIDATE FORUM
District-based City Council Candidates

CLOSING CLICKERS
SIZING UP CANDIDATE SPEECH:  
FORUM RESPONSES, DEBATES, SPEECHES, COMMERCIALS

Common strategies to watch for:

Pander – To tell people what they want to hear to gain their votes, even if unreasonable or not within the authority of that office. Can appeal to people’s prejudices or fears.

Pivot – To build a verbal bridge from one topic to a different topic. There can be good pivots (that respond to the question but drive home the candidate’s priorities) and bad pivots (that completely avoid the question).

Platitude – A statement about morals that is so overused or cliché that it doesn’t add anything new or meaningful, and doesn’t offer any solutions. It can sound good, but doesn’t specify what actions the candidate will take.

Pertinent – Responds to the question asked, takes a clear position, and demonstrates meaningful, accurate knowledge about the issue that justifies that position

SAMPLE COUNCIL CANDIDATE QUESTIONS

*TOP VOTE-GETTING TABLE QUESTIONS FROM 5/25/17 DINNER 7 DIALOGUE

1. **Neighborhoods:**
   How will you communicate with residents to improve neighborhoods and measure the outcomes?

2. **Jobs & Housing:**
   How would you ensure that contracts and development agreements bring jobs and other benefits, such as affordable housing?

3. **District and City at Large:**
   How would you balance the needs of your district with those of the city at large?

4. **Water Shut-offs/Water rates:**
   In the context of water shutoffs, how would you as City Council member balance the responsibility to fund and manage citywide water infrastructure with the responsibility to ensure the health and welfare of residents?

5. **BONUS:**
   What advice would you give your 18 year old self?
EVALUATING YOUR CANDIDATES
SEEING THROUGH DISTORTION TECHNIQUES.

1. Evaluate campaign speeches, literature and advertisements:
   - Separate fact from opinion
   - Detect bias
   - Evaluate the sources
   - Identify propaganda

2. Assess the candidate’s leadership abilities
   - Look at background and experiences - how well prepared are they for the job?
   - Observe campaigns - do they accept invitations to debate? Do they attend events with different groups, even those that might not be sympathetic?
   - Review campaign materials - do materials provide insights into leadership qualities and stances? Do materials emphasize issues or just images? Are they accurate?

3. Learn how others view the candidate
   - Seek the opinions of others you trust
   - Understand what endorsing groups stand for and why they endorse the candidate
   - Look into campaign contributions
   - Check out opinion polls - who sponsored the poll? How many people were included? What kinds of questions were asked?

4. Be wary of distortion techniques:
   - Name calling or attacks on characteristics that will not affect performance in office such as race, ethnicity, gender or marital status
   - Catchwords such as “Law and Order” that are designed to trigger a knee-jerk emotional reaction rather than to inform.
   - Passing the blame - where a candidate denies responsibility for an action or blames an opponent for things over which he or she had no control.
   - Promising the sky or making unrealistic promises that no one elected official could fulfill.

5. Finally, ask yourself:
   - Which candidate’s view on the issues do you agree with the most?
   - Who ran the fairest campaign?
   - Which candidate demonstrated the most knowledge on the issues?
   - Which candidate has the leadership qualities you are looking for?

Source: Adapted from League of Women Voters Education Fund
## OFFICES UP FOR ELECTION IN 2017:
### ROLES & RESPONSIBILITIES

<table>
<thead>
<tr>
<th>Office</th>
<th>Role Description</th>
<th>Voter Turnout</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td><strong>MAYOR</strong></td>
<td>The Executive/Manager. 4-year Term</td>
<td>2013: 25%*</td>
<td>• Appoints department directors, deputy directors, executive branch officials</td>
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<td>• Negotiates development agreements, selects contractors</td>
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<td>• Implements service programs and manages day-to-day operations</td>
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<td><strong>CITY COUNCIL</strong></td>
<td>The Legislative/Oversight Body. 4-year Term</td>
<td>2013: 24% for district seats overall**</td>
<td>• Approves the city budget, sale of city property, Mayoral appointees</td>
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<td>• Approves development agreements and contracts</td>
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<td>• Exercises oversight and investigatory power over all city departments</td>
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<td>• Adopts ordinances and resolutions</td>
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<td><strong>CITY CLERK</strong></td>
<td>Runs Elections. 4-year Term</td>
<td>2013: 24%*</td>
<td>• Supervises all aspects of elections</td>
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<td>• Supervises voter registration and certification of candidates for office</td>
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<td>• Serves as official clerk for City Council</td>
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<td>• Maintains records of all City Council ordinances, resolutions, meetings</td>
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<td><strong>BOARD OF POLICE</strong></td>
<td>Civilian Supervisory Control &amp; Oversight over Detroit Police Dept. 4-year Term</td>
<td>2013: 16% overall**</td>
<td>• Oversees investigations of civilian complaints against police</td>
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<td>COMMISSIONERS</td>
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<td>• Develops policies for police department with Mayor and Police Chief</td>
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<td>7 elected district-based members and</td>
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<td>4 at-large members appointed by Mayor for 5-year terms</td>
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</tbody>
</table>

*Total number of votes for that office/total number of registered voters

**Combined number of votes for all district offices/total number of registered voters

Source: Detroit Office of the City Clerk
DISTRICT 2
Candidates on the Ballot

Linda D. Bernard

George Cushingberry, Jr.

Roy McCalister, Jr.

NOTES
DISTRICT 3
Candidates on the Ballot

Cedric Banks

Russ Bellant
NO PHOTO

Scott Benson

NOTES
DISTRICT 4
Candidates on the Ballot

Ane Bomani

NO PHOTO

Jackie Grant

NO PHOTO

Latisha Johnson

NO PHOTO

Andre L. Spivey

[Image of Andre L. Spivey]
DISTRICT 5
Candidates on the Ballot

Mary Sheffield

Jewel Ware

NO PHOTO

DISTRICT 6
Candidates on the Ballot

Tyrone Carter

Raquel Castañeda-López
Felicita Lugo

Gabe Leland

Regina Ross

NO PHOTO

JoAnna Underwood

NO PHOTO

DISTRICT 7
Candidates on the Ballot
HAPPY 18TH BIRTHDAY! LOCAL CITIZENSHIP KIT:
WE NEED YOUR HELP!

CitizenDetroit won a Knight Cities Challenge grant to increase youth voter engagement by mailing students a special package on their 18th birthday.

Help us engage Detroit youth — please use the stationery provided at your table to write a friendly note celebrating their birthday and encouraging the student to vote.

***Notes must be non-partisan to be included in the package.

SAMPLE NOTE:

Dear ________,

Congratulations on turning 18! My name is _______________. I remember voting for the first time for ________________ when I was ____ years old. I’m a proud voter for ____ years straight, and as a brand new 18-year-old, you have the opportunity to be a perfect-record voter! If you care about what our neighborhoods look like, the state of the bus system in Detroit, how elections are run, how the police treat community residents, or who gets jobs in the big construction projects, you have to vote this fall. Local leaders are the ones responsible for these decisions. Make sure you’re registered to vote by Tuesday, October 10 - you can do this at the Secretary of State’s office — so that you can make your voice heard in this year’s election for Mayor, City Council, City Clerk, and the Police Commission.

Warmly,

Susie
A fellow citizen who cares.

VOTER ENGAGEMENT TOOLBOX
GET OUT THE VOTE

We have put together a toolbox to aid you in reaching out to others to vote in this year’s primary and general elections.

Toolbox contents:
• Voter registration application
• Absentee voter applications
• “Local Elections Matter” booklet
• CitizenDetroit buttons

If you would like a box, please let us know!
GROUND RULES FOR DISCUSSION

1. Treat other members of the discussion with respect.
3. Don’t try to dominate the discussion. Invite and welcome other points of view.
4. Listen carefully and try to understand other viewpoints.
5. Stay on topic and limit side conversations.
6. Turn cellphones off or to vibrate so as not to interrupt the discussion.
7. Be mindful of how much time is left to complete the exercise.

NOTES