



# PRIRUČNIK ZA ORGANIZACIJU IZBORNIH TV DEBATA



## ORGANIZING AND PRODUCING TELEVISED CANDIDATE DEBATES: A GUIDE

Centar za slobodne izbore i demokratiju (CeSID)  
Hadži Melentijeva 25/A, 11000 Beograd  
Telefon: 011/407 56 05  
e-mail: [cesid@cesid.rs](mailto:cesid@cesid.rs)  
[www.cesid.rs](http://www.cesid.rs)

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CENTAR ZA SLOBODNE IZBORE I DEMOKRATIJU  
CENTER FOR FREE ELECTIONS AND DEMOCRACY

# PRIRUČNIK ZA ORGANIZACIJU IZBORNIH TV DEBATA



# ORGANIZING AND PRODUCING TELEVISED CANDIDATE DEBATES: A GUIDE

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**Izdavač:**

Centar za slobodne izbore i demokratiju (CeSID)

**Urednik:**

Bojan Klačar

**Autori:**

Bojan Klačar

Zoran Stanojević

**Uvodne napomene:**

Dženet Braun

Martin Slacki

Met Dipel

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**Centar za slobodne izbore i demokratiju (CeSID)**

Hadži Melentijeva 25/A, 11 000 Beograd

Telefon: 011/407 5 605

e-mail: [cesid@cesid.rs](mailto:cesid@cesid.rs)

[www.cesid.rs](http://www.cesid.rs)

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**Editor:**

Bojan Klačar

**Authors:**

Bojan Klačar

Zoran Stanojevic

**Introductory Notes:**

Janet Brown

Martin Slutsky

Matt Dippell

**Translation:**

Uros Vasiljevic

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**Center for Free Elections and Democracy (CeSID)**

Hadži Melentijeva 25/A, 11000 Belgrade, Serbia

Telephone: +381 11 407 5 605

E-mail: [cesid@cesid.rs](mailto:cesid@cesid.rs)

[www.cesid.rs](http://www.cesid.rs)

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Političke izborne debate pokreću teme koje su od presudne važnosti za građane. Politički subjekti, u neposrednom razgovoru, predstavljaju svoje političke pozicije i obrazlažu političke programe čime se obogaćuje saznanja komponenta kampanje – mogućnost da građani donesu informisanu izbornu odluku. Debate podstiču razgovor o detaljima, pažljivo fokusirajući najvažnije elemente zbog vremenskog ograničenja koje postavlja moderator. Kroz debate se promovira lična i politička odgovornost predstavnika političkih subjekata, unapređuje komunikacija s biračima i osnažuje transparentnost u njihovom radu. Centar za slobodne izbore i demokratiju (CeSID) i Radio-televizija Srbije (RTS) su započeli organizaciju debata „Reč na reč“ 2012. godine s primarnim ciljem da se ohrabri kultura političkog dijaloga kroz argumentovan i tematski koncipiran TV program. Debate su prihvaćene od strane publike što je praćeno značajnim rejtingima, posebno kada su emitovane izborne debate na nacionalnom nivou. Od strane medijskih profesionalaca debate su dobile najveće ocene, a pohvaljene su i od strane Komisije za predsedničke debate iz Vašingtona kojima dugujemo zahvalnost za nesebično prenošenje znanja i iskustva.

Priručnik koji je pred Vama ima za cilj da (1) promovira debate kao najkvalitetniji deo izbornog programa i (2) pruži osnovne informacije o organizaciji debata (svetska i naša iskustva), ukazujući na sve važne elemente u produciranju debatnog programa.

Ovom prilikom se zahvaljujemo svim našim partnerima bez čije podrške ne bismo mogli da uspostavimo izborne debate u Srbiji.

U Beogradu, avgusta 2017. godine

Bojan Klačar

Centar za slobodne izbore i demokratiju (CeSID)

Debates between candidates for elected office raise issues of crucial importance to the public. In them politicians talk directly to one another to present their political positions and explain their manifestos, contributing to the improvement of general standards of knowledge in the course of an election campaign and allowing members of the public to make informed decisions about who to vote for. Debates promote discussion of details by carefully placing key elements in focus, as necessitated by the time constraints imposed by the moderator. Debates also promote personal and political accountability of political stakeholders, improve communication with voters, and strengthen the transparency of politics. Since 2012, the Center for Free Elections and Democracy (CeSID) and the Serbian Broadcasting Corporation (RTS) have been organizing a series of debates titled *Reč na reč* ('Word for Word'), with the main goal of promoting a culture of political dialogue by promoting well-argued discussion in a thematically focused television format. These programs have found broad acceptance amongst the public and achieved impressive ratings, with broadcasts of national-level candidate debates reaching a particularly broad audience. The debates also received the highest praise from media professionals, and have also been commended by the Commission on Presidential Debates of Washington, DC, to whom we owe a debt of gratitude for their selflessness in conveying their knowledge and experience.

This Guide aims to (1) promote debates as the highest-quality component of election broadcasting; and (2) provide basic information about organizing a televised debate, drawing on both global and Serbian experiences, and identify all the key aspects to keep in mind when producing this type of programming.

Thanks are also due to all of our partners, whose support has proven invaluable in introducing candidate debates in Serbia.

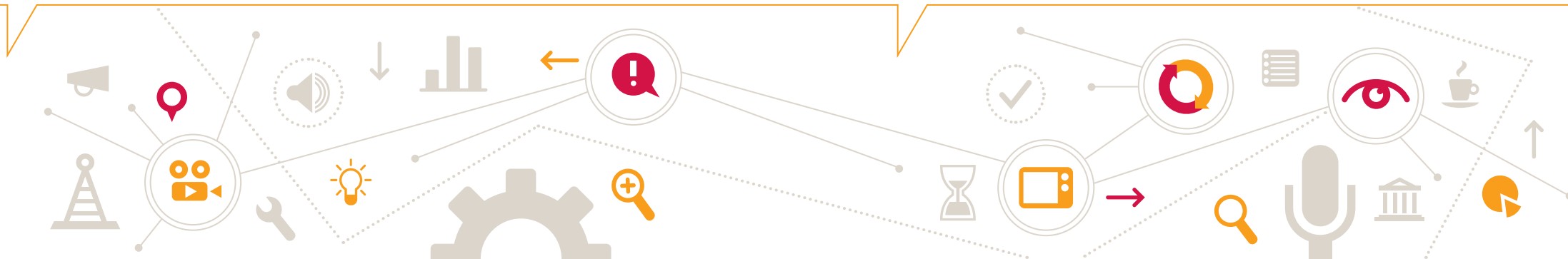
Belgrade, August 2017

Bojan Klačar,

Center for Free Elections and Democracy (CeSID)

# 1. UVODNE NAPOMENE

Dženet Braun (CPD), Martin Slacki (izvršni producent/CPD) i Met Dipel (NDI)



U poslednjih nekoliko godina, kako u novim tako i u etabliranim demokratskim državama širom sveta, sve je prisutniji pokret koji poziva na održavanje debata između kandidata za izbor na javnu funkciju. Iako potiču iz raznorodnih političkih sistema i kultura i govore različite jezike, političari i predstavnici građanskog društva iz brojnih razloga čine predizborne debate uobičajenim i očekivanim delom izbornog procesa. Debate pomažu glasačima da dođu do pouzdanih informacija na osnovu kojih će se opredeliti za koga da glasaju, usredsređuju kandidate na pitanja javnih politika, smanjuju potencijal za nasilje u zemljama koje nastoje da prevaziđu nasleđe sukoba, omogućavaju ravnopravne uslove svim kandidatima tamo gde samo jedna stranka dominira političkim okruženjem i omogućavaju građanima da prozovu nosioce javnih funkcija ako ne ispune obećanja data u predizornoj kampanji. Ovaj trend potvrđuje i analiza istraživanja javnog mnjenja u zemljama širom sveta, od Kenije do Perua: u proseku, 75 odsto građana izražava podršku učešću svog kandidata u ovakvoj debati ili planira da tu debatu gleda na televiziji.

CeSID, predvodnik pokreta za promovisanje debata u Srbiji, do sada je održao 22 političke debate sa kandidatima za javne funkcije na različitim nivoima. Na osnovu ovog impresivnog iskustva, Nacionalni demokratski institut i Komisija za predsedničke debate iz SAD su, zajedno sa CeSID-om i drugim organizacijama, formirali *Debates International*, neformalno udruženje organizatora debata iz 32 zemlje. Članovi ovog društva pomažu jedan drugom razmenjujući pouke i primere najbolje prakse. Stručnjaci za organizaciju debata iz CeSID-a u okviru ove saradnje pružaju značajnu podršku kolegama iz celog sveta koji tako mogu da se pouzdaju u iskustva i praktičnu pomoć iz Srbije.

Autori ovog „Priručnika za organizaciju izbornih TV debata“ Bojan Klacar i Zoran Stanojević na izvanredan način predstavljaju obilje praktičnih detalja o koracima koje treba

# 1. INTRODUCTION

Janet Brown (CPD), Martin Slutsky (Executive Producer/CPD) and Matt Dippell (NDI)

In recent years, a growing global movement has emerged to support holding debates for candidates for elected office in new and established democracies. Despite representing diverse political systems, cultures and languages, political and civic advocates are making candidate debates a customary and expected part of their elections for a range of reasons. Debates help voters make informed choices at the ballot box, focus candidates on policy issues, reduce the potential for violence in countries emerging from conflict, level the electoral playing field in countries where one party dominates the political environment and enable citizens to hold elected officials to their campaign promises. A review of public opinion surveys from countries ranging from Kenya to Peru underscores this important trend – an average of 75 percent of citizens voiced support for having their candidates debate or planned to tune into debates.

In Serbia, CeSID has been a leader in this debate movement, organizing an impressive 22 candidate debates for different levels of office to date. Drawing on this expertise, the National Democratic Institute and U.S.-based Commission on Presidential Debates along with CeSID and others founded Debates International, an informal association of debate organizers from 32 countries. Debates International members share lessons and approaches to help fellow organizers. In this regard, CeSID's debate experts have become a key resource for countries around the globe who benefit from their insights and hands-on support.

In this guide, *Organizing and Producing Televised Candidate Debate*, authors Bojan Klacar and Zoran Stanojević have documented in excellent practical detail, the steps required to stage successful candidate debates. Their deep experience in holding debates in Serbia and assisting internationally enables them to not only explain the many elements of this diffi-

slediti za organizaciju uspešnih predizbornih debata. Njihovo bogato iskustvo u pripremi debata u Srbiji i pružanju podrške organizatorima debata iz drugih zemalja omogućava im ne samo da pojašne brojne elemente ovog složenog procesa, već i da navedu i razloge iz kojih treba preduzeti svaku radnju. Ovim putem želimo da pohvalimo CeSID za izradu ovog vrednog priručnika koji se oslanja na njihovo iskustvo stečeno napornim radom. Ovaj sveobuhvatni vodič pomoći će svakoj grupi koja razmatra da se po prvi put upusti u organizaciju debata ili da unapredi kulturu političke debate u svojoj zemlji.

Dženet Braun (Janet Brown)

Izvršna direktorka

Komisija za predsedničke debate (Commission on Presidential Debates)

Martin Slatski (Martin Slutsky)

Izvršni producent

Komisija za predsedničke debate

Matt Dipel (Matt Dippell)

Savetnik za globalni program debata

Nacionalni demokratski institut (National Democratic Institute)

cult endeavor but to include the reasoning for each step. We commend CeSID for developing this valuable resource based on their hard-earned experience. This comprehensive guide will help any group that is thinking of beginning the process of holding debates for the first time or improving debates in their respective countries.

Janet Brown

Executive Director

Commission on Presidential Debates

Martin Slutsky

Executive Producer

Commission on Presidential Debates

Matt Dippell

Global Debate Program Advisor

National Democratic Institute

## 2. ZAŠTO SU VAŽNE IZBORNE DEBATE?

Bojan Klačar, CeSID

U strukturi izbornog TV programa postoje četiri različite vrste programa: informativni (u informativnim emisijama), debatni, plaćeni i besplatno predstavljanje programa političkih subjekata (u sistemima gde postoje javni servisi i gde to zakon dozvoljava). U centralnim informativnim emisijama, u kratkom vremenu, predstavljaju se izborne aktivnosti političkih subjekata, dok besplatna predstavljanja idu u specijalizovanim emisijama, u tzv. izbornim blokovima. Plaćena komunikacija je direktno politički posredovana bez novinarskih intervencija. Dijaloški programi mogu da uključe, osim debata, i razne druge *talk show* programe.

Debate mogu da se odnose na sve nivoe funkcija, centralni ili lokalni nivo. Prve debate su povezane sa razvojem radija, dok 1960. nastupa era TV debata. One i danas pripadaju krugu najuticajnijih i najgledanijih izbornih programa.

U političkom smislu, debate mogu da budu: unutarstranačke (još uvek retke na svetskom nivou) i debate između kandidata (posebno izražene u predsedničkim sistemima) i (ili) suprotstavljenih političkih subjekata (*česte, posebno u izbornim kampanjama*).

U debatama mogu da se koriste različiti stilovi u organizaciji, pa tako govorimo o debatama u kojima publika postavlja pitanja („town hall meeting” debate), panel debatama (više ljudi koji postavljaju pitanja) i debatama u kojima jedna osoba postavlja pitanja pa se fokus u potpunosti pomera ka učesnicima („single moderator” debate).

### Šta debata JESTE?



JASNA I USMERENA RASPRAVA DVE ILI VIŠE SUPROTSTAVLJENIH STRANA.

USMEREN DIJALOG.

TEMATSKI DIJALOG.

MODERIRANJE DEBATA ZAHTEVA STRIKTNA PRAVILA ZA SVE UČESNIKE U DEBATI (i publiku, ukoliko je takav tip debate).

## 2. WHY DO ELECTION DEBATES MATTER?

Bojan Klačar, CeSID

There are four types of election broadcasts: news and current affairs programming; debates; paid advertising; and free-of-charge presentations (‘direct access programs’) of political parties’ manifestos (in countries that have public service broadcasters and where the law allows public access content). Activities of political stakeholders are presented in flagship news broadcasts, whilst airtime for free presentations is allocated in direct access program slots. Apart from debates, ‘spoken word’ programming can include other types of talk shows as well.

Debates can involve candidates for public office at both central and local levels. The first debates developed as radio broadcasting increased in prominence, whilst the age of the televised debate started in 1960. Ever since, debates have been amongst the most influential and most watched election programming on television.

In a political sense, debates can be single-party events (still rare globally), or debates between candidates (especially important in presidential systems) and/or opposing political stakeholders (which are common, particularly as part of election campaigns).

There are various ways to organize a debate. For instance, in town hall meetings the audience are allowed to ask questions; in the panel approach the debate participants answer questions from a number of people; and in a single moderator debate only one person may ask questions, so the focus completely shifts onto the debaters.

### A debate IS:



A CLEAR AND FOCUSED DISCUSSION BETWEEN TWO OR MORE OPPOSING PARTIES.

FOCUSED DIALOGUE.

THEMATIC DIALOGUE.

MODERATING A DEBATE REQUIRES STRICT RULES FOR ALL DEBATERS (and the audience, if the debate format allows one).



## Šta debata NIJE?



BILO KOJI *TALK SHOW* PROGRAM.

DEBATA NIJE PROGRAM BEZ KONCEPTA, U KOME SE UČESNICI SVAĐAJU I UPADAJU DRUGIMA *U REČ*.

NIJE PROGRAM U KOME NEMA RELEVANTNIH TEMA ZA GRAĐANE I INFORMISANU IZBORNU ODLUKU.

Prednosti debata u odnosu na druge izborne sadržaje su što se radi o sadržajima koji:

- (1) nisu direktno zavisni od političkih subjekata već sadrže snažnu novinarsku intervenciju,
- (2) sadrže relevantne teme za informisanu izbornu odluku,
- (3) pružaju platformu za predstavljanje jasnih političkih pozicija,
- (4) ostavljaju mogućnost za kvalitetan politički dijalog i (5) sučeljavanje političkih stavova.

Krajnji rezultat dobro organizovanih debata uvek je kvalitetnija izborna komunikacija, unapređena kultura političkog dijaloga i promocija različitih političkih pozicija i (ili) karaktera kandidata.

## A debate IS NOT:



IT IS NOT JUST ANOTHER TALK SHOW.

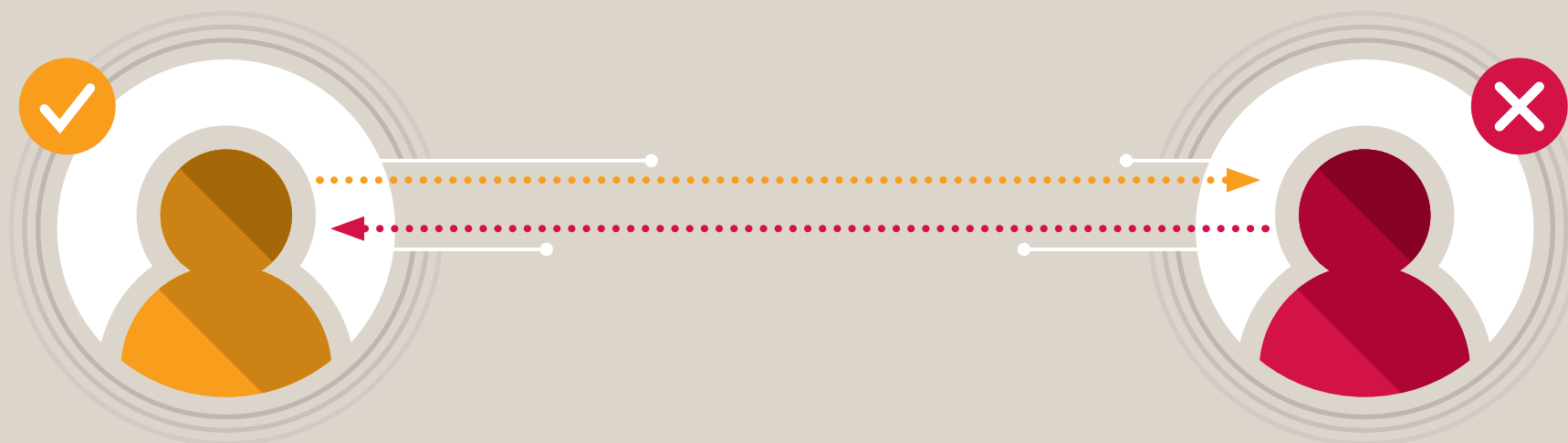
A DEBATE IS NOT A PROGRAM WITH NO FOCUS IN WHICH THE PARTICIPANTS ARGUE WITH AND INTERRUPT ONE ANOTHER.

IT IS NOT A PROGRAM WITH NO TOPICS RELEVANT TO THE PUBLIC THAT CAN LEAD TO INFORMED VOTING DECISIONS.

Debates have a number of advantages over other election broadcasts:

- (1) They do not depend directly on political stakeholders, but also involve robust interventions by journalists;
- (2) They raise issues of relevance for making informed voting decisions;
- (3) They provide a platform to present unambiguous political positions; and
- (4) They make room for sound political dialogue and (5) confrontation of political views.

A well-organized debate always improves communication with voters, enhances the culture of political dialogue, and promotes the candidates' various political positions and/or personal traits.



## 3. KOMUNIKACIJA S POLITIČKIM SUBJEKTIMA

Bojan Klačar, CeSID

Pre neposredne (tehničke) organizacije debata, neophodno je uraditi dve pripremne aktivnosti: (1) početi na vreme s planiranjem debata a u zavisnosti od izborne dinamike i tipa izbornog sistema i (2) analizirati političko okruženje u kome će se organizovati debate. Odgovor na dve prethodne aktivnosti treba da dovede do jasne slike kada debate treba da se organizuju, u kakvom formatu i sa kojim učesnicima.

### 3.1. Kriterijumi za učešće političkih subjekata u izbornim debatama

Ovo je jedno od pitanja koje izaziva mnoge kontroverze, posebno kada se radi o tenzičnim izborima u društvima s nedovoljno razvijenom političkom kulturom. Potrebno je definisati kriterijume koji su to subjekti koji treba da učestvuju u debatama pošto je nemoguće da debate ostanu otvoren prostor za sve političke subjekte. Debate su otvoren prostor za relevantne političke subjekte, pri čemu kriterijumi relevantnosti mogu da obuhvate:

- (1) podršku javnosti iskazanu kroz rejtinge političkih subjekata, pri čemu je potrebno uzeti nalaze minimum tri istraživačke agencije;
- (2) postojanje jasnog programa i izborne platforme u kojima se očituju političke pozicije političkih subjekata i
- (3) sposobnost političkih subjekata da učestvuju na izborima u kontinuitetu iskazanu kroz bazičnu političku infrastrukturu.

Kao kriterijum za parlamentarne debate u parlamentarnim ili polupredsedničkim demokratijama, moguće je uzeti u obzir i parlamentarni status političkih subjekata, pa da učesnici u debatama budu samo one liste koje su prešle cenzus i ušle u parlament.

#### Iskustva debata „Reč na reč“

Za parlamentarne i regionalne debate je korišćen kriterijum parlamentarnog statusa pa su u debatama učestvovala izborne liste koje su prešle cenzus od 5%.

Kao dodatni kriterijum, u slučaju velikog broja političkih subjekata, korišćen je kriterijum geografskog delovanja subjekata, kontinuitet u izlascima na izbore i njihov rejting u javnosti.

Predsedničke debate se organizovane samo za drugi krug i u njima su učestvovali kandidati sa najviše glasova u prvom krugu.

## 3. COMMUNICATING WITH POLITICAL STAKEHOLDERS

Bojan Klačar, CeSID

The host of a debate must take two preparatory steps before moving on to the actual (technical) organizational arrangements: (1) planning for the debate must start in good time, depending on election developments and the electoral system; and (2) the political environment in which the debates will take place must be analyzed. These two activities ought to provide a clearer picture of when a debate should be held, in what format, and with which participants.

### 3.1 Criteria for selecting political stakeholders to take part in a debate

This is quite a controversial issue, in particular when dealing with tense elections in societies with underdeveloped political cultures. Selection criteria for participants must be defined, since a debate cannot remain open to all political stakeholders. Debaters must be relevant, and criteria for assessing relevance can include:

- (1) Public support, as evidenced by ratings of the political stakeholder as determined by a minimum of three polling firms;
- (2) A clear program and electoral manifesto reflecting the political positions of the political stakeholder, and
- (3) Ability of the political stakeholder to continuously take part in elections, as evidenced by their fundamental political infrastructure.

In parliamentary or semi-presidential democracies, these criteria can also include parliamentary representation, which restricts a debate to only electoral lists that have gained more votes than the minimum threshold and so won seats in parliament.

#### Experiences from Word for Word debates

The parliamentary representation criterion was used for parliamentary and regional debates, with only electoral lists crossing the 5 percent threshold (required to win seats in parliament) allowed to participate.

Additional criteria were also applied in situations where the number of potential debaters was particularly large. Here we considered geographical reach, continuity in contesting elections, and ratings of the stakeholders involved.

Presidential debates were organized only for runoff voting: only candidates who won the most votes in the first round were eligible to participate.

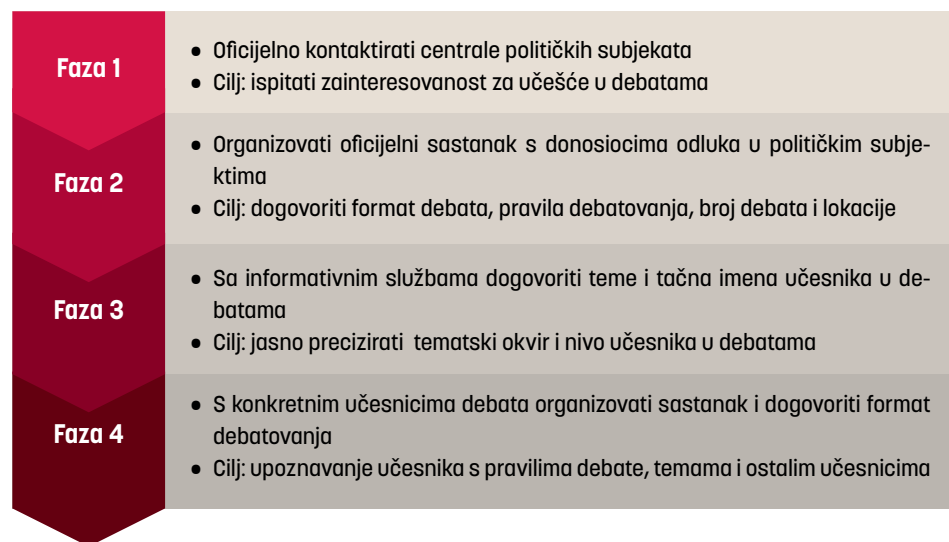
## 3.2. Pregovori s političkim subjektima

Pregovori s potencijalnim učesnicima predstavljaju možda i najosetljiviju fazu u organizaciji debata. Razlog je jednostavan: bez političkih subjekata, posebno onih koji su u vlasti ili su dominantni donosioci odluka, nemate ni debate.

Na tom putu, izazova je mnogo:

- (1) napraviti adekvatne kriterijume za selekciju političkih subjekata;
- (2) organizatori trpe pritisak od onih koji nisu pozvani, ma koliko kriterijumi bili pažljivo izabrani;
- (3) subjekti koji su na vlasti su, po pravilu, demotivisani da učestvuju u debatama jer imaju mnogo drugih kanala da dođu do birača i
- (4) svi subjekti imaju svoje zahteve, pa je teško pronaći pravila oko kojih je potrebno obezbediti saglasnost.

Grafikon 1. Put uspešnih pregovora s političkim subjektima



Sve navedene faze moraju da budu praćene potpunom transparentnošću i iskrenim odnosom prema svim učesnicima. Svi učesnici, selektovani prema unapred određenim kriterijumima, treba da imaju isti status, bez privilegovanih.

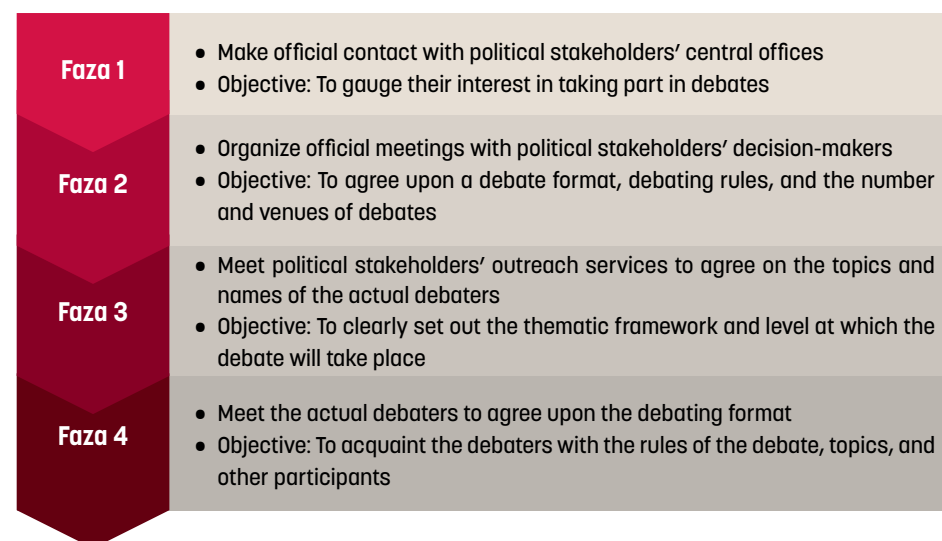
## 3.2 Negotiating with political stakeholders

Negotiations with potential debaters are perhaps the most sensitive stage in organizing a debate. The reason for this is simple: there can be no debate without political stakeholders, especially those who are either in power or are dominant decision-makers.

This road is fraught with many challenges:

- (1) Appropriate criteria must be developed to select debaters;
- (2) The organizers will come under pressure from whoever is not invited, regardless of how carefully the selection criteria may have been chosen;
- (3) Stakeholders in positions of power are, as a rule, not motivated to take part in debates since they have many other channels of communication at their disposal to reach voters; and
- (4) Each stakeholder will have their own particular demands, which makes it difficult to set rules that all can agree to observe.

Chart 1. Roadmap for successful negotiations with political parties



All of these stages require the utmost transparency and honesty in dealing with all participants. All debaters who have been selected using the criteria described above must be accorded the same status: no-one can be privileged.

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### **Iskustva debata „Reč na reč“.**

Kod organizacije prve debate, komunikacija je počinjala nekoliko meseci ranije budući da je učesnicima morao da bude objašnjen čitav koncept debata koji je te 2012. godine bio potpuna novost.

Kada se brend „Reč na reč“ etablirao, s komunikacijom se kretalo par nedelja pre debata, ali je potrebno da u tom momentu imate broj, vrstu i lokacije debata.

Uvek se političkim subjektima prepuštala odluka ko će biti njihov predstavnik i nikada pojedinačna imena nisu pozivana (osim kada je reč o predsedničkim izborima).

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### **Experiences from Word for Word debates**

Communication was established months ahead of the first debate, as all of the participants had to be familiarized with the concept of the debates, an entirely new notion at the time, in 2012.

As the reputation of the Word for Word brand grew, first contacts gradually moved forward to begin only weeks before a debate. Note that you will need to know the number of debates and their type and venues at this point.

The political stakeholders were always allowed to nominate their representatives. Actual named individuals were never invited to participate (except in presidential elections).

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## 4. TEMATSKI OKVIR DEBATA

Bojan Klačar, CeSID

Tematski okvir debata zavisi od odabranog formata. Ako postoji serija debata, onda je moguće da svaka debata ima zasebnu temu (ekonomija, socijalna politika, spoljna politika i sl.), dok je u slučaju manjeg broja debata poželjno da postoji više tematskih blokova u okviru same debate.

Teme u debatama moraju da ispune nekoliko kriterijuma: (1) da budu aktuelne, (2) da budu relevantne za informisanu izbornu odluku birača i (3) da mogu da izraze političke pozicije različitih subjekata.

Kako bi se ispunili ovi kriterijumi, do tema za debate je najbolje da se dođe putem istraživanja javnog mnjenja. Ono što se pokaže kao relevantan okvir za građane, treba da postane okvir u kome će se kretati debata. Ovde se misli na opšti okvir debata, a ne na pojedinačna pitanja koja su u potpunosti u domenu novinarske odluke odnosno njih koncipira moderator debata i ona NISU poznata učesnicima debata. Učesnici debata pre emisije treba da znaju samo opšte teme a ne i konkretna pitanja. U slučaju da postoje pitanja publike, važi isto pravilo: učesnici ne znaju pitanja unapred, niti publika zna koja će pitanja od svih dospelih da budu izabrana na samoj debati.

Dobra praksa u sprovođenju istraživanja uoči debata:

- (1) raditi istraživanja na reprezentativnom uzorku, bilo da se radi o debatama na nacionalnom nivou, bilo da su debate regionalno utemeljene;
- (2) terenska istraživanja su skupa pa je za ove prilike bolje razmisliti o telefonskim (CATI) istraživanjima;
- (3) imajući u vidu prirodu TV kao medija i dužinu emisije, ankete ne treba da budu preopširne jer neće biti dovoljno vremena za tumačenje podataka;
- (4) ne zaboraviti da je ključni cilj istraživanja da se pronađu teme koje zanimaju građane pa u tom pravcu mora i da se razvija upitnik i
- (5) anketa treba da sadrži tako formulisana pitanja koja mogu da budu od koristi i za samog moderatora – u pripremi pitanja i konceptu emisije.

## 4. THEMATIC FRAMEWORK

Bojan Klačar, CeSID

The thematic framework of a debate depends on the format chosen for it. If a series of debates is to be organized, each individual debate can be devoted to a separate topic (economy, social policy, foreign policy, etc.); if, conversely, the number of debates is limited, it is better to divide each event into multiple thematic blocks.

Debate topics must meet a number of requirements. They must (1) be current; (2) be able to allow voters to make informed voting decisions; and (3) permit different stakeholders to express their political positions.

For these criteria to be satisfied, debate topics are best determined using opinion polls. Whatever is shown to be relevant for members of the public ought to be included in the debate framework. By 'framework' we here mean the overall thematic structure of the debate rather than individual questions: the choice of these questions should be entirely up to the moderator, and they should *not* be communicated to the debaters beforehand. The participants should be aware only of the general issues to be discussed and should not be told the questions in advance. The same rule applies if the audience are also permitted to ask questions: the debaters should not know them in advance; the audience should also not know which of all the questions submitted will be selected at the actual debate.

Here are some best practices for pre-debate opinion polling:

- (1) Conduct polls using representative samples, regardless of whether the debate in question concerns the national or regional level;
- (2) Fieldwork is expensive, so for these purposes it may be better to employ computer-assisted telephone interviewing (CATI);
- (3) Given the nature of television as a medium and the length of each broadcast, the surveys should not be excessively detailed as there will not be sufficient time to interpret all the data;
- (4) Remember that the key objective of these opinion polls is to find out which topics are of interest to the public, so questionnaires should be designed with this goal in mind; and
- (5) Questionnaires should be worded so that they can be of use to the moderator when drafting questions for the debate and preparing for the event.

Grafikon 2. Moguće istraživačke oblasti



#### Iskustva debata „Reč na reč“.

Teme se uvek biraju na osnovu istraživanja javnog mnjenja.

Pitanja nisu poznata učesnicima debata.

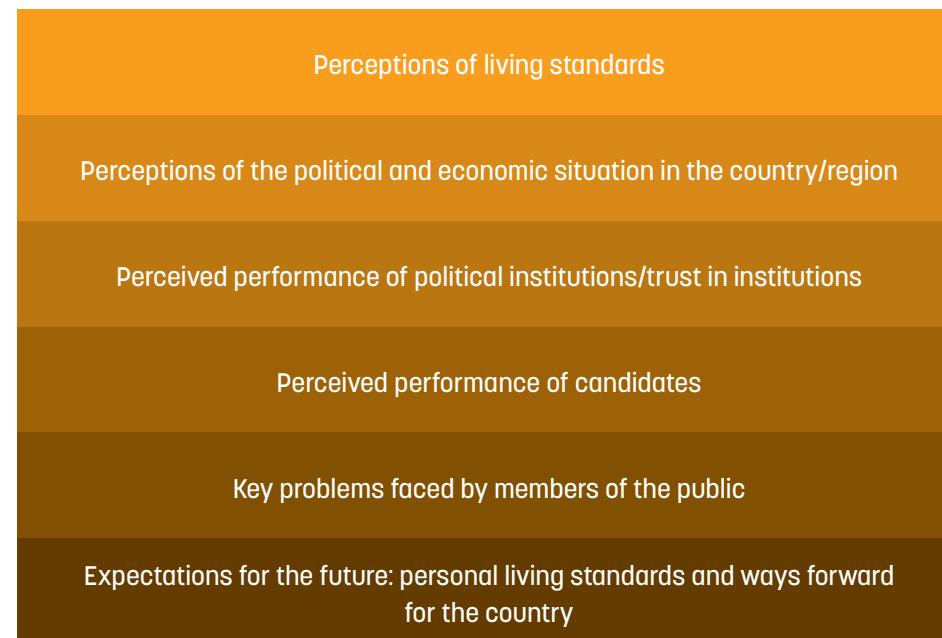
Građani ne znaju čije će pitanje da odabere moderator.

Ako u debatama postoji publika, ona treba da bude neutralna (bez stranačkog članstva) i po mogućstvu neodlučna u pogledu glasanja.

Teme su uvek aktuelne, zanimljive i „životne“.

Ako je neka tema izuzetno važna, poželjno je da čitava debata bude posvećena njoj jer se može omogućiti dubinski uvid.

Chart 2. Possible opinion poll topics



#### Experiences from Word for Word debates

Topics were always based on the findings of opinion polling.

Debaters did not know the questions in advance.

The audience did not know whose question the moderator would choose.

If there is an audience, it should be neutral (not include political party members) and, if possible, undecided in terms of who to vote for.

The topics should always be topical, interesting, and hold relevance for the day-to-day lives of members of the public.

If a topic is particularly important, an entire debate should be devoted to it to promote in-depth understanding.

## 5. ORGANIZACIJA DEBATA

Zoran Stanojević, RTS

Osnovna premisa televizijske debate je da su svi učesnici ravnopravni, bez obzira da li se radi o fizičkom prostoru u kome se nalaze ili vremenu koje u debati dobijaju. Proces televizijske produkcije je većim delom tehnički posao te ispunjavanje ovih uslova može da bude izazov, naročito ako se debata ne radi u televizijskom studiju gde je ostvarivanje potrebne ravnopravnosti jednostavnije. Zbog potrebe da se debate dodatno približe građanima one se sve češće organizuju van studija, na najrazličitijim mestima i prostorima gde ima dovoljno tehničkih uslova za televizijsko snimanje.

### 5.1. Dobra praksa u organizaciji debata: redosled koraka

Da bi se debata uspešno organizovala potrebno je da se priprema obavi po određenom redosledu. Ne postoje pravila za to šta kojim redom treba raditi, ali postoji dobra praksa. Evo jednog primera:

1. Pravila debate
2. Format debate
3. Scenografija
4. Izbor moderatora
5. Odabir tema i priprema pitanja
6. Produkcija
7. Promocija

#### Pravila debate

Pravila je najbolje definisati odmah na početku i ona treba da budu relativno opšta. Trebalo bi da definišu svrhu i vrstu debate, da odrede odnos učesnika, ulogu moderatora, prava i obaveze. Ako su pravila dobro smišljena svaki nesporazum u daljem radu rešavaće se osvrtnjem na pravila. Postoje brojni primeri pravila koja su korišćena za debate, a koja mogu da posluže kao osnova.

## 5. ORGANIZING A DEBATE

Zoran Stanojević, RTS

The key premise of a televised debate is that all debaters are equal in terms of both the physical space they occupy and the time they are allotted in the debate. Television production is for the most part a technical business, so meeting these requirements can prove to be a challenge, especially if a debate does not take place in a TV studio where it is easier to give all debaters equal prominence. In fact, the need to bring debates closer to the public means they are now increasingly organized away from studio settings, in a wide variety of venues and spaces that meet the technical requirements for TV camerawork.

### 5.1. Best practice in organizing debates: Sequence of steps

A number of steps must be completed if a debate is to be successful. There are no hard and fast rules as to the sequence, but some best practices can nevertheless be identified. Here is an example:

1. Rules of the debate
2. Format of the debate
3. Set design
4. Choice of moderator
5. Choice of topics and preparation of questions
6. Production
7. Promotion

#### Rules of the debate

It is best to put the rules into place at the very beginning, and they also ought to be relatively general. They should define the purpose and type of the debate, relationship between the participants, role of the moderator, and rights and obligations of all those involved. If the rules are well constructed, the participants can always refer back to them to clear up any misunderstanding. There are many examples of debate rules that can be used as models.

## Format

Kada su pravila poznata usvaja se format debate. Dok su pravila opšta, format vrlo precizno definiše uloge i odnose među učesnicima debate, uključujući i publiku ukoliko je predviđena. Jedan ciklus debata može imati ista pravila, a više formata kao što je to slučaj u američkim predsedničkim debatama. Pravila i format predstavljaju celinu s kojom učesnici treba da se slože pre nego što pristupe debatovanju.

## Scenografija

Kada je poznat način i format debatovanja, a odabran je i prostor počinje se sa dizajniranjem scenografije koja mora da zadovolji sve prethodne uslove.

## Izbor moderatora

Izbor moderatora izuzetno je važan deo procesa pripreme debate, posebno kada se debatuje o osetljivim pitanjima ili u osetljivim uslovima poput predizborne kampanje. Moderator se bira tako da učesnici na njega nemaju značajnije primedbe. Potrebno je da moderator ima makar osnovna znanja o temi o kojoj se debatuje, da je vešt u javnom nastupu i sposoban da upravlja diskusijom na fer način. Moderadora može biti više u jednoj debati.

## Izbor tema i pitanja

Organizator debate obično precizno definiše teme o kojima će se debatovati, ali konkretna pitanja sastavlja moderator shodno formatu debate. Ukoliko je omogućeno da pitanja postavlja publika ili panelisti, moderator je zadužen da brine o izboru tih pitanja. Dobra praksa pokazuje da je dobro kada je moderator jedini upućen u pitanja, što povećava njegovu odgovornost, ali smanjuje mogućnost da neki učesnici debate budu u povlašćenom položaju.

## Produkcija

Neki segmenti produkcije, pre svega pripremni (izbor prostora, režisera) teku paralelno sa definisanjem formata ili dizajniranjem scenografije, ali najbolje je da najveći deo produkcije počne kada je urednički deo pripreme debate završen. U suprotnom bi produkcija mogla da nametne suštinske promene debate, iz tehničkih razloga koji se više ne mogu korigovati.

## Format

Once the rules are known, the debate format is established. Whilst the rules should be broad, the format, by contrast, should clearly define the roles of the participants and the relationships between them. A round of debates can follow the same set of rules but have a variety of formats: this is the case, for instance, in US presidential debates. The rules and format constitute one single unit that the participants must agree to before engaging in debate.

## Set design

After the type and format of the debate are known, and the venue is selected, a set must be designed to meet all the requirements of the event.

## Choice of moderator

The choice of moderator is an exceptionally important part of preparations for a debate, especially when sensitive issues are to be discussed, or when the event takes place at a delicate time, such as in the course of an election campaign. The moderator ought to be broadly acceptable to all participants. He or she must have at least a basic knowledge of the topic of the debate, be a skilled public speaker, and be able to steer the discussion impartially. A debate may have more than one moderator.

## Choice of topics and questions

In general, the organizer of a debate will generally clearly define the topics to be discussed, but the questions themselves will be prepared by the moderator and reflect the format of the debate. If the audience or panelists are allowed to ask questions, the moderator should be the one who selects them. Good practice calls for the moderator to be the only participant to know the questions in advance: this means he or she has to contend with more personal responsibility, but lessens the likelihood of some debaters receiving preferential treatment.

## Production

Some aspects of the production, in particular those that involve planning ahead (such as the choice of venue or director), can run in parallel with the selection of format or creation of set design, but the greatest part of the production effort should ideally start after the editorial work of preparing the debate has been completed. Otherwise, the producers could impose substantive changes on the debate for technical reasons that do not allow later adjustments.



## Promocija

Kada je debata pripremljena, vreme, prostor, moderator i učesnici poznati kreće se u promovisanje debate. Debata se promovise u osnovnom mediju (televizija), ali i svim drugim medijima raspoložnim da je podrže. Organizator debate treba da formira i poseban tim za društvene mreže (može da sadrži i samo jednog člana) koji će debate promovisati na društvenim mrežama, otvoriti odgovarajuće naloge i smisliti „hashtag” debate i koji će je aktivno pratiti na mrežama, pre, za vreme i posle same debate.

## 5.2. Ko debatuje?

U debati učestvuju punoletni građani, s biračkim pravom. Oni mogu biti panelisti odnosno debateri ili publika koja postavlja pitanja. Debata može da ima i zainteresovanu publiku gde ograničenje ne važi, odnosno gde se mogu naći i osobe koje nemaju biračko pravo, obično su to strani posmatrači, novinari i istraživači koji prate debate.

Budući da svaki birač može da se nađe u debati, organizator mora biti spreman da mu omogući ravnopravan tretman. Najčešće se pod tim podrazumeva da birač ima pristup debatom prostoru i sadržaju bez obzira na sopstvena ograničenja bilo koje vrste, poput invaliditeta. Za organizatora debate ovo može biti dodatni izazov u nastojanju da se postigne ravnopravnost učesnika, naročito ako se sastav učesnika debate saznaje u poslednjem trenutku, što nije redak slučaj. Stoga je od izuzetnog značaja da se o uslovima pod kojima će se debata odvijati učesnici pravovremeno obaveste.

Dobar primer su „stojeće debate”, gde učesnici treba da provedu gotovo dva sata stojeći za govornicom (debata obično traje oko 90 minuta, ali debateri zauzimaju svoja mesta deset do petnaest minuta pre početka zbog podešavanja kamera i svetla), što može da bude problematično bez obzira da li učesnik ima manje ili veće probleme sa nogama ili kičmom ili neadekvatnu obuću. Organizator debate dužan je da na takve okolnosti upozori učesnike.

Sličan problem nastaje i sa „sedećim debatama” naročito ako se sedi na povišenim stolicama gde problem može da se javi zbog nepravilnog položaja tela tokom debate, ali i zbog načina odevanja naročito kod kandidata ženskog pola.

## Promotion

Once the debate has been prepared and the time, venue, moderator, and participants are known, the event can be promoted. The outreach effort takes place on television, the primary medium, as well as in all other media ready to lend their support. The debate organizer should also create a dedicated social media team (which can also be a one-man show) who will promote the debate by, for instance, opening accounts on social networks and coming up with a hashtag for the debate. This team will also actively follow the debate on social media before, during, and after the actual event.

## 5.2. Who can take part in a debate?

Only adults able to vote can participate in a debate as either panelists or debaters, or as members of the audience who pose questions. A debate can be held before an audience composed of interested persons, in which case this restriction does not apply: in this case the group do not necessarily have to be able to vote, and usually include foreign observers, reporters, and researchers.

As any voter can find himself or herself taking part in a debate, the organizers must be ready to ensure everyone receives equal treatment. This usually means allowing voters/audience members access to the debating space and content, regardless of limitations of any kind they personally may encounter, such as disability. This can prove to be an additional challenge for debate organizers in their efforts to ensure equality, especially in the not infrequent situation where participants become known at the last minute. It is, therefore, particularly important to notify participants in good time about the conditions under which the debate is to take place.

So-called ‘standing debates’ are a case in point: here each participant must spend nearly two hours standing at a lectern (the debate usually lasts about 90 minutes, but the debaters take their places ten to fifteen minutes beforehand to allow the cameras and lighting to be adjusted), which can be a problem if a participant has a medical condition involving their feet, legs, or spine, or wears inappropriate footwear. The organizer must warn debaters of these considerations in advance.

Similar issues can arise with ‘seated debates’, especially where debaters sit on elevated chairs: these can cause discomfort as speakers may assume awkward positions or as their clothing can shift, a particular issue for women debaters.

### 5.3. Format debata, scenska i vremenska podela

Po scenskom formatu debate se dele na „stojeće“ i „sedeće“, s tim da unutar tih podela postoje dodatne kategorije.

„Stojeće“ debate mogu biti sa ili bez govornice na kojoj se obično nalazi mikrofona. U slučaju da debateri stoje iza govornice, očekuje se da je tokom debate ne napuštaju, tačnije to je uslov za debatu. U pravilima se obavezno napominje da učesnik ne sme da povredi fizički prostor drugog učesnika prilazeći njegovoj govornici osim na početku i na kraju debate kada moderator učesnike može da zamoli da se rukuju (ili to mogu da urade na sopstvenu inicijativu).

„Stojeće“ debate bez govornice znače da debateri mogu da se kreću i to je čest slučaj sa takozvanim „townhall debatama“ gde publika postavlja pitanja. U tom slučaju debateri su ozvučeni bežičnim mikrofonom, a pravila debate strogo utvrđuju njihov prostor za kretanje umanjujući mogućnost fizičkog kontakta.

„Sedeće“ debate takođe mogu biti za govornicama (što je redak slučaj), za stolom ili u stolicama bez ikakve prepreke između kandidata i publike odnosno kamera. Stolice mogu biti obične ili povišene.

Položaj moderatora obično je jasno izdvojen u odnosu na učesnike debate, kao i položaj panelista koji postavljaju pitanja kandidatima.

Što se tiče vremenskog formata debate odnosno vremena koje je učesnicima na raspolaganju, tu ne postoje striktna pravila. Raspored vremena određuje se prema broju učesnika i vrsti debate (izborna, međuizborna).

Debate po običaju ne traju kraće od jednog niti duže od dva sata, najčešće vreme trajanja debate je oko 90 minuta.

Debate mogu imati uvodna i završna obraćanja kandidata. Dužina odgovora i reakcija može biti različita i varira od jednog do dva minuta za odgovor na pitanje i od 30 sekundi do jednog minuta za reakciju s tim da reakcija može biti više. Pravila debate obično ne dozvoljavaju da učesnici govore izvan sopstvenog vremena sem ako im to ne dopusti moderator.

Moderator određuje raspored debatovanja na osnovu ranije postignutog dogovora sa učesnicima. Ukoliko su predviđena pitanja iz publike moderator ih mora unapred znati kako bi mogao da usmerava debatu i kako bi izbegao ponavljanja.

### 5.3. Debate format, staging, and length

Debates can be staged with debaters either standing or seated; each of these categories also includes multiple additional options.

Standing debates can either include or omit lecterns, which are usually equipped with microphones. Where the debaters stand at lecterns, they are expected not to move during the debate: remaining at the lectern is a requirement for debating. Rules will mandate that a debater must not violate the physical space of another debater by approaching their lectern, except at the beginning and end of the debate, when the moderator can ask the debaters to shake hands (or they may do so without being specifically prompted).

In standing debates without lecterns the debaters are free to move; this is common in ‘town hall debates’ where the audience ask questions. In this case the debaters will wear wireless microphones, and debating rules will strictly define the space within which they can move, so limiting any opportunity for physical contact.

Lecterns can also be used for seated debates (although this is rare), or the debaters may sit at a table or in chairs, with no physical obstacles between them and the audience or the cameras. The chairs can be either of standard height or elevated.

The moderator will usually occupy a position that clearly sets him or her apart from the debaters or panelists who will pose questions to the debaters.

There are no strict rules for how much time is allotted to each debater. The timing is determined with reference to the number of debaters and type of debate (i.e. whether it takes place in the run-up to an election, or between two elections).

As a rule, debates do not last less than one or more than two hours. The most common length of a debate is about 90 minutes.

Debates can include candidates’ opening and closing statements. The time allowed for response and reaction can vary from one to two minutes for responding to a question, and from 30 seconds to one minute for a reaction, although reactions may be more numerous. Debate rules usually do not allow debaters to speak out of turn, except where the moderator allows them to do so.

The moderator and debaters agree the order of speakers in advance. If audience questions are allowed, the moderator must be familiar with them beforehand so as to be able to steer the debate and avoid repetition. Panelists or questioners may not make any observations or voice opinions beyond their questions.

Nije prihvatljivo da panelisti ili publika koja postavlja pitanja iznosi bilo kakve konstatacije ili stavove mimo pitanja.

U jednom krugu svi učesnici moraju dobiti isti prostor da odgovore na pitanje i reaguju na odgovore ostalih učesnika. Dobar način za računanje vremena je da se ukupno trajanje debate podeli sa brojem učesnika (plus moderator) i da se potom na osnovu dobijenog vremena dizajnira format debate.

#### **Primer: trajanje debata**

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Na primer, ako debata traje 90 minuta i ima pet učesnika plus moderator, vreme se deli sa šest i svaki učesnik ima po 15 minuta za debatovanje. Ukoliko se planira da u debati bude postavljeno pet pitanja, vreme se deli na pet tako da za svako pitanje učesnici imaju po tri minuta, što se može dalje izdeliti na tri puta po minut za odgovor i dve reakcije ili na dva minuta plus dva puta po 30 sekundi za reakcije.

Ukoliko je predviđeno završno obraćanje kandidata to se oduzima od predviđenih 15 minuta i potom se vrši formatiranje debate.

Postoji i mogućnost da učesnici dobiju totalno trajanje vremena za celu debatu, kao u šahu, pa da tokom debate odlučuju kada će odgovarati duže, a kada kraće prema sopstvenoj volji i taktici. U navedenom slučaju svaki učesnik bi startovao sa vremenom od 15 minuta.

Ovakav format se nije pokazao preterano korisnim jer se remeti ravnopravnost debate bez obzira što učesnici imaju isto vreme.

Teoretski, jedan učesnik mogao bi da iskoristi svo vreme u prvom javljanju i da sam sebe isključi iz debatovanja, što se mora izbeći pravilima.

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## **5.4. Emitovanje debata**

Debate se najčešće emituju uživo, ali je u dogovoru sa učesnicima moguće debatu snimiti i emitovati kasnije, obično istog dana.

U slučaju da se debata snima na njoj se ne smeju raditi nikakve naknadne intervencije - skraćivanje, dodavanje. Jedini razlog za odloženo emitovanje je nedostatak uslova da se debata prenosi uživo (obično zbog obaveza učesnika debate koje nisu u skladu sa programskom šemom televizije ili zbog nemogućnosti da se obezbedi televizijski signal za emitovanje).

Ukoliko se unutar debate emituju reklamni blokovi ili se prave pauze bilo koje vrste učesnici debate to moraju znati pre snimanja, naročito u slučaju odloženog emitovanja.

In one turn, all debaters must be given the same opportunity to respond to questions and react to other participants' answers. A good way to manage time is to divide the total length for the debate by the number of participants (plus the moderator), and use this number to design the debate format.

#### **Example: Debate length**

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For instance, if the debate is to last for 90 minutes and there are five participants and one moderator, the total length will be divided by six, giving each participant 15 minutes to debate. If five questions are planned, this time will be further divided by five, so every participant will receive three minutes for each question; this can be subdivided into three times one minute for one response and two reactions, or two minutes for a response plus twice 30 seconds for reactions. If closing statements are envisaged, the time for these will be subtracted from the 15 minutes, and the debate will be re-formatted to fit.

The debaters can also be allotted a total amount of time for the whole debate, as in a game of chess, and then decide when to make their responses longer or shorter to suit their wishes or tactics. In this case each debater starts with 15 minutes. This format has not proven overly successful, as it undermines equality of debate even though all debaters are allocated the same amount of time. In theory, a debater could use up all of their time in their first turn, so excluding themselves from further debate: there must be rules in place to prevent this.

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## **5.4. Televising a debate**

Debates are most commonly broadcast live, but, if the participants agree, the debate can be recorded and broadcast with a delay, usually on the same day.

If the debate is recorded, no subsequent interventions are permitted: it may not be shortened or lengthened. Broadcast delay is an option only when a debate cannot be televised live (usually due to debaters' prior obligations that interfere with television scheduling, or lack of uplink capacity for outside broadcasting).

Debaters must be told of any advertising slots that are to be inserted into a debate or breaks of any kind before joining a debate that is to be recorded, especially in case of delayed broadcasting.

The debate organizer must agree the conditions for the debate with the participants, especially with regard to situations where the debate will be interrupted or end early for any reason. Interruptions are most commonly caused by technical issues.

Organizator debate sa učesnicima mora da postigne saglasnost o uslovima pod kojima se debata održava, posebno o situacijama u kojima se iz bilo koji razloga debata prekida ili završava pre dogovorenog vremena.

Najčešće do prekida dolazi iz tehničkih razloga.

## 5.5. Produkcija debata

O čemu voditi računa prilikom planiranja debata?

Električna energija
Prostor
Bezbednost
Akustika
Osvetljenje
Scenografija
Merenje vremena
Osveženje
Kadriranje i režija

## 5.6. Električna energija

Struja, odnosno pristup kvalitetnom izboru električne energije je najvažniji preduslov za održavanje televizijske debate. Ako se debata održava van televizijskog studija, prilikom izbora prostora organizator mora najpre da utvrdi da li se u okviru prostora ili u neposrednoj blizini nalazi izvor dovoljne jačine i snage da pokrije sve potrebe režije, kamera i osvetljenja. Preporuka je da se to proveru u saradnji sa lokalnom elektrodistribucijom. Praksa je pokazala da su zgrade pozorišta ili domova kulture u većim mestima najčešće opremljene odgovarajućim izvorima električnog napajanja, što treba uzeti u obzir.

Struja se može obezbediti i iz pokretnog generatora, a takav generator dobro je imati i kao rezervni izvor za slučaj da dođe do prekida u napajanju iz lokalne mreže.

## 5.7. Prostor i bezbednost

Prostor za debatu bira se tako da je u njega moguće uneti svu tehniku i scenografiju (ukoliko ona postoji), kao i da se u njemu debata može neometano odvijati.

## 5.5. Producing a debate

There are a number of issues to keep track of when producing a debate. These include:

Electricity
Venue
Security
Acoustics
Lighting
Set design
Timekeeping
Intermissions and refreshment
Direction

## 5.6. Electricity

Access to a reliable power supply is the key precondition for hosting a televised debate. If the debate is taking place away from a TV studio, when selecting the venue the organizer will first have to find out whether a power supply with sufficient capacity to cover all the needs of the production crew, cameras, and lighting is available in the debating hall or nearby. Practice has shown that theatres or cultural centers in larger towns usually have suitable power supply; organizers would do well to keep this in mind.

A portable generator can also be used to provide power; this can also come in handy as a back-up if local mains power fails.

## 5.7. Venue and security

The selected debate venue must be capable of holding all the necessary technical equipment and scenery (if any), and must allow sufficient room for the debate to proceed smoothly.

Local authorities and law enforcement must be notified of the debate. Security is particularly important as individuals, organizations, or political parties may wish to disrupt or prevent a debate they were not invited to participate in.

Debates are best organized in venues purpose-built to host large public events, as these spaces generally have the required infrastructure (air conditioning, toilets, and separate rooms where debaters and moderators can prepare).

O održavanju debate neophodno je obavestiti lokalnu administraciju i organe javnog reda. Posebno je važna bezbednost debate jer se dešava da pojedinci, organizacije ili stranke koje nisu pozvane u debatu žele zbog toga da onemoguće ili ometaju njeno održavanje.

Debatu je najbolje organizovati u prostorima koji su i inače predviđeni za skupove većeg broja ljudi jer takvi prostori obično imaju neophodnu infrastrukturu (klimatizaciju, toalete, prostorije za pripremu učesnika debate i moderatora).

Pri odabiru prostora glavnu reč imaju reditelj debate i inženjer zadužen za tehniku koji treba da potvrdi da se prostor može osvetliti, da se u njemu mogu rasporediti kamere na zadovoljavajući način, kao i da poseduje dobru akustiku kako bi se svi učesnici debate čuli.

## 5.8. Akustika

Zvuk je važan element debate. Svaki učesnik debate mora biti ozvučen, a dobro je ako postoje i alternativni mikrofoni za slučaj da glavni mikrofoni učesnika iznenada otkaze. Debata mora da ima i sopstveno ozvučenje u sali kako bi se svi učesnici međusobno čuli, to se odnosi i na debatare i na publiku i posebno na moderatore koji moraju u svakome trenutku da čuju svaku izgovorenu reč. Ton majstor mora da brine o svim aspektima zvuka tokom debate.

## 5.9. Osvetljenje

Majstor svetla mora da obezbedi da svi učesnici imaju podjednako osvetljenje, bez smetnji (senki), dok su ostali aspekti osvetljenja isti kao i za bilo koju drugu televizijsku emisiju.

## 5.10. Scenografija

Scenografija debate mora da obezbedi da kadar svakog učesnika bude identičan, nije prihvatljivo da se u pozadini učesnika nalaze bilo kakvi simboli koji ne pripadaju grafici same debate niti da se pozadina iza učesnika razlikuje. Ukoliko postoje bilo kakvi problemi, poput različite visine učesnika debate u stojećoj debati, oni se moraju uzeti u obzir i rešiti tako da u samoj debati budu neprimetni.

The debate director and chief production engineer will have the final say in choosing the venue. They must satisfy themselves that the space can be lit properly, that cameras can be arranged appropriately, and that the venue has the required acoustical qualities to allow all debaters to be heard.

## 5.8. Acoustics

Sound is an important element of the debate. Every debater must have a dedicated microphone; it is also good to have back-up microphones in the event of sudden malfunctions. Loudspeakers must also be mounted in the debating hall to allow all participants to hear one another: this applies equally to the debaters and the audience, and is especially important for moderators, who must be able to hear every word said at all times. It is the sound engineer's responsibility to deal with all sound-related issues in the course of a debate.

## 5.9. Lighting

The lighting technician must ensure that all debaters are lit equally and without distortions (shadows). Apart from this, the same lighting considerations apply as to any other television broadcast.

## 5.10. Set design

The set design for a debate must ensure that each debater is framed identically by the camera. No symbols may appear behind a debater other than graphics associated with the debate; similarly, the background must not differ between debaters. If there are any other issues, such as differences in height between debaters (for standing debates), they will have to be taken into consideration and addressed so that they are not apparent in the course of the debate.

## 5.11. Vreme

Merenje vremena kandidata je ključni posao u debati. Mora se organizovati tako da svi učesnici u svakom trenutku imaju uvid u protok vremena. Obično se to postiže postavljanjem monitora na kojima se nalazi zvanično vreme, često se pribegava rešenju da slika ne ekranu menja boju u poslednjih deset sekundi (obično u žutu, da bi se po isteku vremena obojila u crvenu). Na taj način učesnici imaju uvid u vreme i bez gledanja u ekran sa satom. U nekim debatama se umesto sata koji odbrojava koristi naprava slična semaforu, gde se poslednjih deset sekundi obeležava žutom bojom, a istek vremena crvenom.

Vreme može kontrolisati moderator, ali je bolje ukoliko za to postoji posebno tehničko lice. Način uključivanja sata definiše se propozicijama debate. Reditelj treba da nastoji da monitori ili semafori sa vremenom ne budu prisutni u kadru jer se u suprotnom skrece pažnja sa onoga što učesnik govori. Nije dobro sat kombinovati sa slikom debate na televizijskom ekranu iz istih razloga.

## 5.12. Osveženje

Postoje dve vrste osveženja koje se mogu primeniti u debati.

Prvo je vremensko osveženje, odnosno pauza u debati, obično popunjena reklamnim blokom. Mada se u istu svrhu može iskoristiti prilog koji služi kao ilustracija temi o kojoj se priča. Pauza zbog reklama može se iskoristiti da učesnici doteraju svoj fizički izgled ukoliko je to potrebno ili da naprosto predahnu od napetog toka debate. Pauze u debati pre su izuzetak nego pravilo, ali mogu se uvesti ukoliko se svi učesnici oko toga slože.

Druga vrsta osveženja su voda i papirne salvete koje treba da budu na raspolaganju učesnicima. Čaša s vodom mora da bude postavljena tako da uvek bude pri ruci kandidatu, posebno ako mu zatreba dok govori. Kandidat ne sme da gubi vreme otvarajući flašu, niti da pije iz flaše s vodom jer to značajno unižava njegovu pojavu u debati. Salvete su potrebne ukoliko se kandidat zbog osvetljenja ili uzbuđenja preterano znoj. Organizator mora povesti računa da se temperatura u sali za debatu ne prelazi 22 stepena, što je posebno izazovno ako se debata organizuje po toplom danu ili uz veliko prisustvo publike. Dodatan savet je da ukoliko kandidati imaju čaše s vodom pri ruci organizator mora imati spreman sunđer ili krpu da reaguje ukoliko neko čašu nenamerno prevrne. Mora se znati i ko je osoba koja će promptno i sa što manje ometanja ukloniti vodu sa govornice, stola ili poda.

## 5.11. Timekeeping

Keeping track of the time available to each candidate is an important aspect of the debate. Timekeeping arrangements must allow every participant to always be aware of how much time has elapsed. This is usually ensured by placing screens throughout the room to display the official time; often the images on these screens will change colour in the final ten seconds or so of a candidate's allotted time (usually to yellow, and will then turn red once time has expired). This allows debaters to understand how much time they have left even without having to read the numbers on the screen. In some debates, this countdown clock is replaced by a 'traffic light' device, where the final ten seconds are indicated by a yellow lamp, and a red light signifies the end of a time slot.

The moderator can keep track of time, but it is better to allocate a dedicated technician to this task. Debate rules will define when the clock is started. The director should make sure that the screens or traffic lights showing the time are out of the frame, because they can distract the viewer from what the debater is saying. This is also why it is not a good idea to superimpose a clock onto the image of the debater on the screen.

## 5.12. Intermissions and refreshment

Debaters may need to rest from the heat of the debate, or just take some time to freshen up. To allow them to do so, a televised debate may be interrupted, usually by an advert break, although a pre-recorded feature illustrating the topic under discussion can also be inserted. Intermissions in a debate are an exception rather than the rule, but may be made if all the participants agree.

Refreshment usually takes the form of water and paper handkerchiefs that all participants should always have to hand. Glasses of water must be positioned so as to always be within reach of each debater should they need to use one whilst speaking. A debater must not have to waste time opening a bottle, or be seen drinking from one, as this will seriously hurt their image in the debate. Handkerchiefs are needed if the heat of the lighting, or the excitement, make a candidate perspire excessively. The hosts must make sure that the temperature in the debate hall does not exceed 22 degrees Celsius, which may be particularly challenging if the debate is held on a hot day or before a large audience. Also, if candidates have glasses of water handy, the organizers must have a sponge or piece of cloth prepared in case they need to react if someone inadvertently knocks a glass over. A designated staff member must be ready to remove any spilled liquids from a lectern, table, or the floor promptly and with a minimum of interruption.

## 5.13. Kadriranje i režija

Kao i kod formatiranja debate i režija debate je stvar dogovora između organizatora i učesnika. Dobra praksa nalaže da se kandidat koji govori stalno drži u kadru, odnosno da svaki kandidat ima „svoju” kameru tokom svog debatnog vremena. Nije preporučljivo da se ekran „deli”, odnosno da se ubacuju reakcije drugih kandidata jer takva režija, koja inače doprinosi dinamici televizijske emisije, u debati može da ošteti nekog od kandidata odnosno da utiče na stav birača koji debatu gledaju.

Iz istih razloga u debati ne treba da bude previše širokih planova, naročito tokom obraćanja kandidata. Široki planovi koriste se na početku i na kraju debate, kada treba gledaocima dočarati debatni prostor, kao i tokom međusobnog pozdravljanja kandidata pre ili posle debate. Takođe, široki plan može se iskoristiti tokom obraćanja ili pitanja moderatora.

Tokom obraćanja kandidat treba stalno da bude u kadru, neprihvatljivo je da se glas kandidata čuje, a da režija prikazuje bilo kakvu drugu sliku bez kandidata. Nije praksa da se u debatu donose dokumenti koji se potom pokazuju javnosti, niti da kamera zumira beleške koje kandidati tokom debate prave.

Kod postavljanja kamera treba voditi računa da kamera za moderatora bude posebna, najčešće postavljena iza leđa kandidata o čemu scenograf debate mora da brine.

Debata se radi sa minimalno tri kamere (kamera za moderatora, široki plan, kamera za kandidate), mada je sve manje od četiri kamere veoma zahtevno za režiju debate, jer kandidat koji govori mora biti u kadru od početka do kraja svog obraćanja. To znači da kamera mora da ga kadrira pre nego što mu moderator da reč. Debata stoga zahteva izuzetno dobru komunikaciju moderatora i režije, a još bolje je ako je redosled obraćanja kandidata unapred poznat.

Televizijske izborne debate postale su poslednjih godina program visoke gledanosti. Ne postoje pravila i obaveze kako debata treba da izgleda, niti postoje zvanični standardi, već se debate prave na osnovu dobre prakse i prenošenja iskustva.

Za produkciju debate važno je da u što ranijoj fazi dobije dogovorena pravila o učešću u debati na osnovu kojih se debata definiše. Potom je važno da se odredi broj učesnika i format debate i tada je moguće početi sa izborom lokacije i izradom scenografije i tehnologije neophodne da se debata izvede.

## 5.13. Direction

The same as the debate format, direction is also a matter of agreement between the organizer and the debaters. It is good practice to always keep the speaking debater in the frame, which means that each debater should have a dedicated camera assigned to them for the duration of their debate time. Splitting the screen is not recommended, and neither is intercutting reactions from other persons with the image of the speaker: although this directing practice may make the broadcast faster-paced, in a debate it could harm a speaker by unduly influencing viewers' opinions.

This is also why wide shots should be employed sparingly in a debate, especially whilst debaters are speaking. Wide shots can be used at the beginning and end of a debate to establish the venue for the benefit of the viewers, as well as when the debaters greet one another before or after the debate. Cameras can also go wide during the moderator's speeches or questions.

Whilst a debater is speaking, he or she should always remain in the frame. It is unacceptable for viewers to hear the debater's voice and have the director show any image other than that of the candidate. As a rule, documents should not be brought into the debate to be shown to the audience; similarly, cameras should not zoom in on any notes that debaters may make during the debate.

When positioning cameras, care should be taken to provide a separate camera to cover the moderator; this is most often placed behind the speakers' backs, and the set designer must make allowances for its position.

A minimum of three cameras are required for a debate (one for the moderator, one for wide shots, and one to cover the debaters), although anything fewer than four cameras will prove a challenge for the director, as the speaking debater must remain in the frame from the start to the finish of their speech. This means that the camera must be pointed at them even before the moderator gives them the floor. A debate thus requires exceptional communication between the moderator and the director; it is even better for the director to know the order in which the debaters will speak beforehand.

In recent years, televised election debates have become increasingly interesting for viewers. There are no hard and fast rules or official standards as to what a debate should look like: rather, debate organization is a matter of best practice and learning from the experiences of others.

The most important consideration for the producers of a televised debate is to have access to the rules of the debate as far ahead as possible. The number of debaters and format of the event must also be determined; once this is done, it is possible to start scouting locations, building the set, and assembling the equipment needed to broadcast the debate.

## 6. PROMOCIJA DEBATA

Bojan Ključar, CeSID

Debate su prvorazredni medijski događaj.

Šta je cilj promotivnih aktivnosti? Cilj je da se podigne interes javnosti za debate.

Dve su ciljne grupe kojima se potrebno obratiti: (1) mediji i (2) građani (najšira javnost).

Promotivne aktivnosti mogu da se organizuju od strane organizatora – *in house* (ukoliko postoje kapaciteti) ili da se posao prepusti specijalizovanim komunikacionim agencijama.

Grafikon 3. Kako promovisati debate?

PR aktivnosti	Tradicionalni mediji	Digitalni mediji
<ul style="list-style-type: none"><li>• Najava debata (saopštenja)</li><li>• Ozvaničenje saradnje s medijima i političkim subjektima putem događaja (saopštenja)</li><li>• Najava moderatora, formata i lokacije debata (saopštenja)</li><li>• Intervjui, izjave, komentari</li><li>• Edukativne radne sesije s novinarima i urednicima</li><li>• Konferencije za novinare</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• Spotovi u kojima se promovišu debate</li><li>• Oglasi u štampanim medijima</li><li>• Oglašavanje u javnom prostoru (OOH)</li><li>• Najava debata u informativnim programima</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• Twitter nalog</li><li>• FB nalog</li><li>• Nalog na instagramu</li><li>• Kreiranje web sajta</li><li>• Blogovi</li><li>• YT</li><li>• Streaming</li><li>• ...</li></ul>

U komunikaciji debata, može se (1) promovisati događaj kao takav i (ili) sama TV na kojoj se emituje (promoviše se debata kao vrsta izbornog sadržaja) i (2) razviti i komunicirati debata kao posebno dizajniran brend, koji ima svoje ime nezvano za naziv TV kuće i prepoznatljiv vizeulni izgled.

Profesionalni fotograf na debatama može da bude samo dodatna vrednost.

Kada je reč o medijima, u osnovi postoje dva moguća pristupa a u zavisnosti od formata debata. Prvi, ukoliko se jedna televizija pojavljuje kao organizator debata i drugi, ako organizator sam producira debate. U prvom slučaju, promocija debata se radi samo na toj televiziji i ostalim vrstama medija (tradicionalnim i digitalnim), kao i putem događaja.

## 6. PROMOTING A DEBATE

Bojan Ključar, CeSID

A debate is an exceptional media event.

What does promotion aim to do? Its objective is to foster public interest in the debate.

There are two target groups that must be reached: (1) the media, and (2) the general public in its broadest sense.

Outreach activities can be the in-house responsibility of the organizers (provided there is capacity), or this can be outsourced to specialised public relations agencies.

Chart 3. Promoting a debate

Outreach	Traditional media	Digital media
<ul style="list-style-type: none"><li>• Announcements of the debate (press releases)</li><li>• Official events to mark start of collaboration with media and political entities (press releases)</li><li>• Announcement of the moderator, format, and venue for the debate (press releases)</li><li>• Interviews, statements, comments</li><li>• Briefings for editors and journalists</li><li>• Press conferences</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• TV adverts promoting debates</li><li>• Ads in print media</li><li>• Outdoor (OOH) advertising</li><li>• Announcements of the debate in news programs</li><li>• ...</li></ul>	<ul style="list-style-type: none"><li>• Twitter accounts</li><li>• Facebook accounts</li><li>• Instagram accounts</li><li>• Web sites</li><li>• Blogs</li><li>• YouTube</li><li>• Streaming media</li><li>• ...</li></ul>

A debate can be promoted either (1) as a stand-alone event, or the promotion can focus on the TV station carrying it (with the debate presented as part of pre-election programming); or (2) as a separate brand that is independent of any TV station and has its own recognizable visual identity.

A professional photographer can only add value to a debate.

There are two possible approaches to working with the media. Firstly, a TV station can organize the debate, and, secondly, the organizers can produce the debate on their own;



Takođe, u ovom slučaju je moguće ostvariti saradnju sa regionalnim ili lokalnim TV. U drugom slučaju je prostor za komunikaciju širi jer najava debata može da ide na nekoliko TV kanala istovremeno, čime se pokrivaju najrazličitije ciljne grupe.

U oba slučaja je veoma važno da se (1) medijima koje ne emituju ili nisu organizatori debata omoguće adekvatni uslovi za rad izvan samog prostora i (2) napravi događaj posle debata koji bi bio otvoren za sve.

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#### Iskustva debata „Reč na reč“

Debate su od početka zajednički brend CeSID-a i RTS-a i kao takve se promovišu.

Medijska promocija se obavlja putem RTS-a (najave u informativnim emisijama, putem sajta, socijalne mreže, gostovanja i intervjui).

CeSID je zadužen za PR i digitalnu kampanju (FB i Twitter nalog) koja se obavlja korišćenjem brenda „Reč na reč“.

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the choice here is dictated by the debate format. In the former case, the debate will be promoted only via the TV station and other media (both traditional and digital), as well as through events. Co-operation is also possible with regional and local TV stations. In the latter case, there is more room for communication, as the debate can be publicized via multiple TV channels at the same time to reach a wide variety of target groups.

In both cases, it is very important to (1) ensure that journalists with media outlets other than the debate broadcaster or organizer are able to report from outside the debate venue, and (2) hold a post-debate event open to all.

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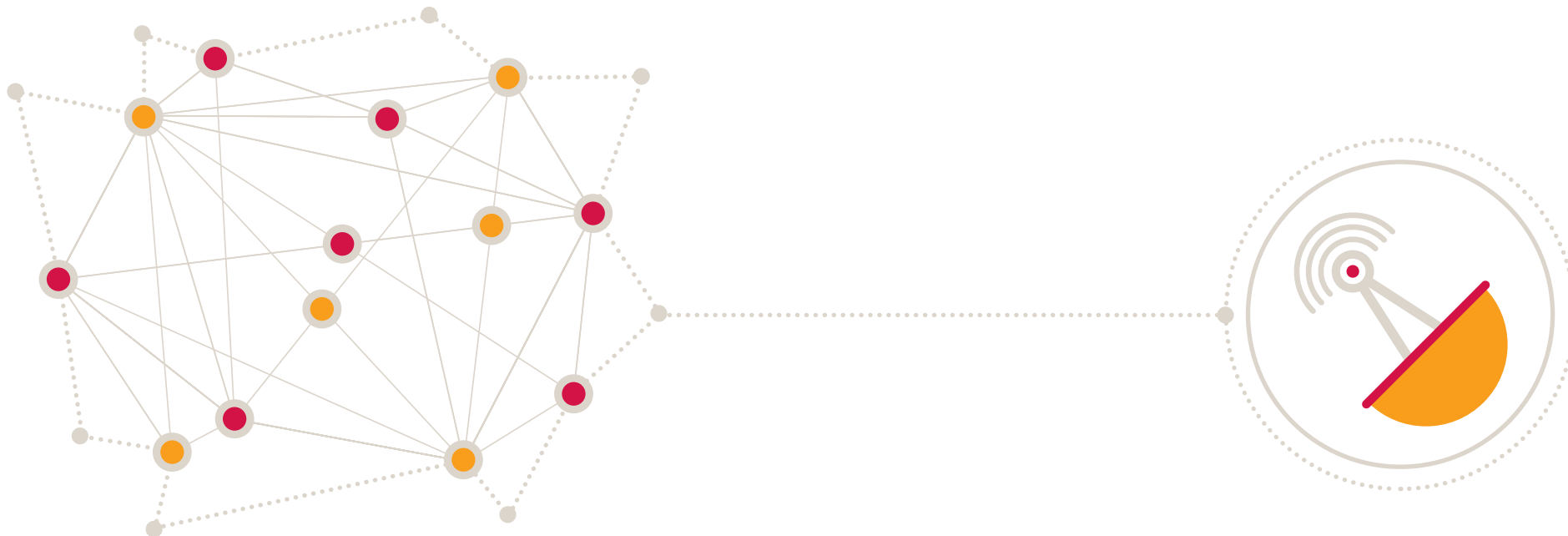
#### Experiences from Word for Word debates

The debates were seen as a shared brand of CeSID and RTS from the outset, and were promoted as such.

They were promoted via the RTS (with announcements made in news broadcasts, on the web site, on social networks, and through guest appearances and interviews).

CeSID was in charge of PR and digital outreach (on Facebook and Twitter) using the Word for Word brand.

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## 7. AKTIVNOSTI POSLE DEBATA

Bojan Ključar, CeSID

Kada se završi debata ili serija debata, ne završava se kompletan posao. Postoji čitav set aktivnosti koje mogu da se urade nakon emitovanja debata.

Grafikon 4. Šta može da se radi posle emitovanja debata?



Nakon održane debate moguće je organizovati događaj u medija centru u kome bi analitičari, novinari i različiti eksperti analizirali debatu i poslate poruke. Nekoliko dana nakon debate neohodno je vratiti prostor u pređašnje stanje i postaviti transkripte i video snimke sa debate na oficijelni sajt i socijalne mreže. U drugoj fazi je neophodno uraditi monitoring i evaluaciju debata i u tu svrhu se može koristiti nekoliko tehnika: ankete, fokus grupe, dubinski intervjui, merenja rejtinga. Kada se evaluiraju debate onda je potrebno sagledati naučene lekcije i sve eventualne propuste ispraviti prilikom organizacije sledećeg ciklusa.

Na kraju i ne manje važno: organizacija debata je uključila veliki broj saradnika, partnera i volontera i važno je da im se oda zahvalnost zbog uspešnog posla.

### Iskustva debata „Reč na reč“.

Nakon debata, nismo pripremali posebne događaje za ostale medije jer je procena da ne bi bilo dovoljno interesovanja.

Prostor u kome se debata organizuje sređujemo istog dana kroz saradnju sa organizacijama od kojih smo dobili/iznajmili prostor.

Na sajtu RTS-a i na socijalnim mrežama su dostupni video snimci svih debata. Nismo postavljali transkripte zbog nedostatka resursa.

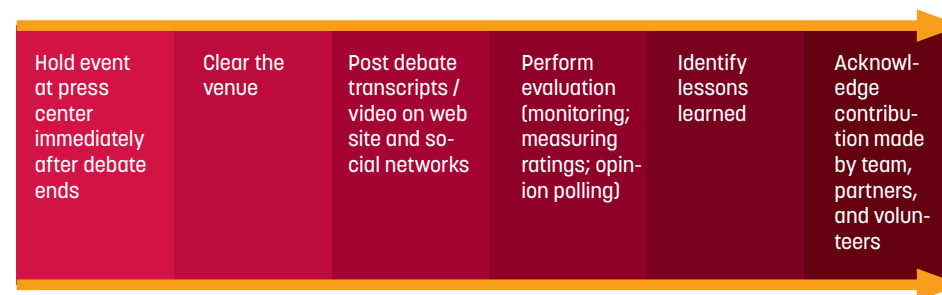
Uvek se prikupljaju rejtinzi, kako bi se ispitalo da li gledanost zavisi od termina kada se emituje, od tema, dužine trajanja i učesnika.

## 7. DEBATE FOLLOW-UP

Bojan Ključar, CeSID

The job is not done once a debate or a series of debates is finished. There are many activities that can be undertaken after a debate is broadcast.

Chart 4. Options for debate follow-up



A debate can be followed by an event at a press center where analysts, journalists, and experts in any number of fields could analyze the debate and the messages conveyed by its participants. Some days after the debate the venue will need to be brought back to a pristine state, and the transcripts and video from the debate will have to be posted on a dedicated web site and/or social networks. At the next stage the debate must be monitored and evaluated by means of surveys, focus groups, in-depth interviews, and rating measurement. Once the debate has been evaluated, the lessons learned will have to be understood, and the next event will have to be re-designed to remove any shortcomings that may have been identified.

Last but not least: the debate will have involved many collaborators, partners, and volunteers, and it is important to acknowledge their contributions to a job well done.

### Experiences from Word for Word debates

We did not hold special media events after each debate as we felt there would not be sufficient interest.

We always worked with venue providers/landlords to clear the debate venue on the same day after the debate.

Videos of all debates were posted on the RTS web site and social networking sites. We did not post any transcripts as we lacked the resources to put them together.

Ratings were always measured to gauge to what extent viewership depended on broadcast time, topic, length, and participants.

## 8. DEBATE „REČ NA REČ“ U SRBIJI

Bojan Klačar, CeSID i Zoran Stanojević, RTS

Emisija „Reč na reč“ prvi put je emitovana 2012. godine, u vreme tadašnjih parlamentarnih izbora. Organizatori ovih debata su RTS, kao javni servis i CeSID.<sup>1</sup>

Debate su stvorile uslove predstavnicima političkih stranaka da prezentuju svoje političke pozicije javnosti, a glasačima da prikupe sve relevantne informacije koje su im bile potrebne za formiranje konačnog izbora. Ovakvim konceptom, biračima je ostavljen prostor i da pozovu političare na odgovornost.

Debate su koncipirane po principima američkih debata uz neophodna prilagođavanja za lokalni kontekst. Teme su birane putem istraživanja javnog mnjenja, dok je konkretna pitanja formulisao sam moderator i ona za učesnike debata nisu bila poznata unapred. U debatama u kojima je pitanja postavljala publika, obaveza je bila da pitanja dostave dva dana pre emitovanja i oni nisu znali ko će od njih dobiti privilegiju da pitanje i postavi.

Učesnici su imali uvodno vreme u kome su o pojedinim temama, bez upadanja, iznosili svoj politički stav, dok je ostatak vremena posvećen međusobnoj debati.

Od 2012. do 2017. godine, ukupno su organizovane 22 debate „Reč na reč“.



<sup>1</sup> Prvi ciklus debata je organizovan uz podršku Nacionalnog demokratskog instituta (NDI) i Misije OEBS-a u Srbiji. Drugi i treći ciklus su podržali Institut za održive zajednice (ISC), Program UN za razvoj (UNDP) i Britanska ambasada u Beogradu. Od 2015. godine, debate su organizovane uz pomoć USAID-a.

## 8. WORD FOR WORD DEBATES IN SERBIA

Bojan Klačar, CeSID, and Zoran Stanojević, RTS

Word for Word debates were first broadcast in the run-up to the 2012 general election, and were organized jointly by the public broadcaster RTS and CeSID.<sup>1</sup> These debates allowed political parties to present their political positions to the public, and gave voters access to all the information they needed to decide who to vote for. The format also permitted voters to call politicians to account.

The debates were patterned after those in the US, with some adjustments to fit them to the local context. Topics were selected through opinion polling, whilst the actual questions were prepared by the moderator and were not known to the debaters in advance. Where questions from the audience were allowed, they had to be sent in two days ahead of the broadcast, and audience members did not know which one of them would be selected to actually ask their question in the debate.

Debaters were allowed time for uninterrupted opening remarks during which they could voice their political views on each individual issue. The remaining time was devoted to debating. A total of 22 Word for Word debates were held from 2012 to 2017.



<sup>1</sup> The first round of debates was organized with support from the National Democratic Institute (NDI) and the OSCE Mission to Serbia. The second and third rounds received assistance from the Institute for Sustainable Communities (ISC), the United Nations Development Program (UNDP), and the British Embassy to Serbia. Since 2015, the debates have been held with USAID support.

Tabela 1. Debate „Reč na reč“ u Srbiji

Datum emitovanja	Učesnici	Vrsta debate
19/04/2012	Parlamentarne debate: sedam parlamentarnih lista	Moderator, u studiju (bez publike). Tri teme: stranke, zdravstvo, borba protiv korupcije.
26/04/2012	Parlamentarne debate: sedam parlamentarnih lista	Moderator, u studiju (bez publike). Ekonomska debata.
03/05/2012	Parlamentarne debate: sedam parlamentarnih lista	Moderator, u studiju (bez publike). Evropske integracije i Kosovo.
16/05/2012	Predsednička debata: dva predsednička kandidata	Moderator, u studiju (bez publike). Predsednička debata između B. Tadića i T. Nikolića (osam tematskih blokova).
05/11/2012	Sto dana Vlade: šest parlamentarnih lista	Moderator, u studiju (bez publike). Kosovo, borba protiv korupcije i kriminala, nezaposlenost i evropske integracije.
11/11/2013, Čajetina	Regionalne debate: šest parlamentarnih lista	Moderator, publika postavlja pitanja (town hall type meeting).
20/11/2013, Bor	Regionalne debate: šest parlamentarnih lista	Moderator, publika postavlja pitanja (town hall type meeting).
02/12/2013, Zrenjanin	Regionalne debate: šest parlamentarnih lista	Moderator, publika postavlja pitanja (town hall type meeting).
24/01/2014, Trstenik	Regionalne debate: šest parlamentarnih lista	Moderator, publika postavlja pitanja (town hall type meeting).
21/02/2014	Parlamentarne debate: sedam parlamentarnih lista	Moderator, u studiju (bez publike). Pravosuđe i borba protiv korupcije i kriminala.
28/02/2014, Niš	Parlamentarne debate: sedam parlamentarnih lista	Moderator, pitanja moderatora i pitanja publike Zdravstvo i socijalna politika.
05/03/2014, Beograd	Gradska (izborna) debata: sedam kandidata za gradonačelnika	Moderator, pitanja moderatora i pitanja publike. Gradski prevoz, bezbednost u školama i zagađenje u gradu.

Table 1. Word for Word debates in Serbia

Broadcast date and venue	Participants	Format
19/04/2012	Parliamentary debate: Seven electoral lists	In studio, moderated (no audience). Political parties; healthcare; efforts to address corruption.
26/04/2012	Parliamentary debate: Seven electoral lists	In studio, moderated (no audience). The economy.
03/05/2012	Parliamentary debate: Seven electoral lists	In studio, moderated (no audience). European integration; Kosovo.
16/05/2012	Presidential debate: Two presidential candidates	In studio, moderated (no audience). Presidential debate between B. Tadić and T. Nikolić (eight thematic units).
05/11/2012	First 100 days of Government: Six parliamentary parties	In studio, moderated (no audience). Kosovo; efforts to address corruption and crime; unemployment; European integration.
11/11/2013, Čajetina	Regional debate: Six parliamentary parties	Moderated, with audience questions (town hall meeting).
20/11/2013, Bor	Regional debate: Six parliamentary parties	Moderated, with audience questions (town hall meeting).
02/12/2013, Zrenjanin	Regional debate: Six parliamentary parties	Moderated, with audience questions (town hall meeting).
24/01/2014, Trstenik	Regional debate: Six parliamentary parties	Moderated, with audience questions (town hall meeting).
21/02/2014	Parliamentary debate: Seven parliamentary parties	In studio, moderated (no audience). Judiciary; efforts to address corruption and crime.
28/02/2014, Niš	Parliamentary debate: Seven parliamentary parties	In studio, moderated; with moderator and audience questions. Healthcare and social policy.
05/03/2014, Belgrade	Belgrade local election debate: Seven mayoral candidates	Moderated; with moderator and audience questions. Public transport; school safety; pollution.

Datum emitovanja	Učesnici	Vrsta debate
07/03/2014, Novi Sad	Parlamentarne debate: sedam parlamentarnih lista	Moderator, pitanja moderatora i pitanja publike. Kosovo, spoljna politika i evropske integracije.
13/03/2014	Parlamentarne debate: sedam parlamentarnih lista	Moderator, u studiju (bez publike). Ekonomska debata.
25/05/2015, Užice	Regionalne debate: tri parlamentarne liste	Moderator, pitanja moderatora (iz anketa) i pitanja publike.
15/06/2015, Vršac	Regionalne debate: tri parlamentarne liste	Moderator, pitanja moderatora (iz anketa) i pitanja publike.
27/10/2015, Niš	Regionalne debate: četiri parlamentarne liste	Moderator, publika postavlja pitanja (town hall type meeting). Ekonomija, nezaposlenost, položaj manjina i perspektiva mladih.
24/11/2015, Sremska Mitrovica	Regionalne debate: četiri parlamentarne liste	Moderator, publika postavlja pitanja (town hall type meeting). Poljoprivreda.
01/03/2016, Kragujevac	Regionalne debate: četiri parlamentarne liste	Moderator, publika postavlja pitanja (town hall type meeting). Obrazovanje.
19/04/2016	Parlamentarne debate: pet izbornih lista	Moderator, u studiju (bez publike). Evropska unija, poljoprivreda, natalitet.
20/04/2016	Parlamentarne debate: pet izbornih lista	Moderator, u studiju (bez publike). Evropska unija, poljoprivreda, natalitet.
21/04/2016	Parlamentarne debate: sedam izbornih lista	Moderator, u studiju (bez publike). Bezbednost i migrantska kriza, nezaposlenost, odnosi u regionu.

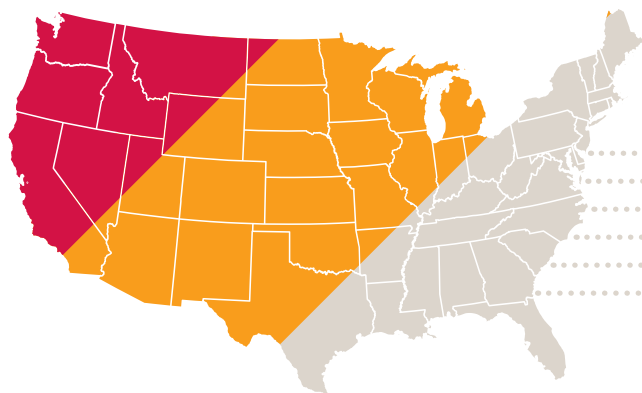
Debate su praćene snažnom promotivnom kampanjom, pre svega, na RTS-u i na socijalnim mrežama. Uspех se najbolje merio kroz značajne rejtinge, ali i kroz odlične ocene profesionalaca, kako u Srbiji, tako i u svetu – posebno od strane Komisije za predsedničke debate iz Vašingtona i članica *Debates International*. Upravo na sajtu *Debates International* [www.debatesinternational.org](http://www.debatesinternational.org) mogu da se pronađu sve relevantne informacije o debatama jer je čitav koncept zamišljen kao resurs za sve organizacije i medije koje organizuju ili žele da organizuju debate. Ovdje je moguće pronaći tehničke i produkcione detalje za organizaciju debata, slike i video snimke sa već održanih debata, brojne priručnike, studije i analize.

Broadcast date and venue	Participants	Format
07/03/2014, Novi Sad	Parliamentary debate: Seven parliamentary parties	Moderated; with moderator and audience questions. Kosovo; foreign policy; European integration.
13/03/2014	Parliamentary debate: Five parliamentary parties	In studio, moderated (no audience). The economy.
25/05/2015, Užice	Regional debate: Three parliamentary parties	Moderated; with questions from moderator (derived from survey findings) and audience.
15/06/2015, Vršac	Regional debate: Three parliamentary parties	Moderated; with questions from moderator (derived from survey findings) and audience.
27/10/2015, Niš	Regional debate: Four parliamentary parties	Moderated, with audience questions (town hall meeting). The economy; unemployment; position of minorities; opportunities for young people.
24/11/2015, Sremska Mitrovica	Regional debate: Four parliamentary parties	Moderated, with audience questions (town hall meeting). Agriculture.
01/03/2016, Kragujevac	Regional debate: Four parliamentary parties	Moderated, with audience questions (town hall meeting). Education.
19/04/2016	Parliamentary debate: Five electoral lists	In studio, moderated (no audience). European Union; agriculture; population policy.
20/04/2016	Parliamentary debate: Five electoral lists	In studio, moderated (no audience). European Union; agriculture; population policy.
21/04/2016	Parliamentary debate: Seven electoral lists	In studio, moderated (no audience). Security and the migrant crisis; unemployment; regional relations.

The debates were accompanied by a robust promotional campaign, primarily on RTS and via social networks. The success of these broadcasts was primarily evidenced in their exceptional ratings; the programming also received high praise from debate practitioners both in Serbia and abroad, in particular the Commission on Presidential Debates of Washington D.C. and members of *Debates International*. Their web site, at [www.debatesinternational.org](http://www.debatesinternational.org), provides a wealth of debating information for organizations and media outlets that have hosted or plan to organize debates. Also available are technical manuals and resources for producing debates; stills and videos from debates, and guides, studies, and analytical papers.

## 9. NAJPOZNATIJE DEBATE NA SVETU: AMERIČKE PREDSEDNIČKE DEBATE

Bojan Klačar, CeSID



Debate su neizostavni deo američkih modernih kampanja. Cilj debata je da se građani informišu – o politikama, političkim pozicijama i karakteru kandidata. Amerika je, ujedno i postojbina ovog programa.

Prve debate (debate za Senat) su održane 1858. godine između Abrahama Linkolna i Stivena Dagleasa i svaka je trajala po tri sata. Potom su 1948. i 1956. godine održane unutarstranačke debate – prva između republikanaca Djuia i Stasena u Oregonu (emitovana na radiju), a druga između demokrata Stivenzona i Kefauvera u Floridi.

Prva i danas čuvena debata (iako se, zapravo radilo o četiri debate) organizovana je 1960. godine između (tada) senatora Džona Kenedija i potpredsednika Ričarda Niksona. Lokacije su bile Čikago, Vašington, Los Anđeles/Njujork i poslednja u Njujorku.

Sve opšte predsedničke debate od 1960. godine su trajale 90 minuta. Od 1987. godine opšte debate organizuje Komisija za predsedničke debate (*The Commission on Presidential Debates*) i njihov osnovni cilj je produkcija predsedničkih i potpredsedničkih debata i oni to sa uspehom rade od izbora 1988. U tom periodu, samo je 1992. i 1980. godine bio i treći kandidat – biznismen Ros Pero (1992) i kongresmen Džon Anderson 1980. Posle Kenedi-Nikson debate 1960. godine, naredna tri ciklusa (1964, 1968 i 1972) debate nisu uopšte organizovane. Potom su debate održane na izborima 1976, 1980 i 1984. godine, ali taj proces nije išao lako što je i dovelo do formiranja pomenute privatne i nestranačke organizacije 1987. godine čiji je osnovni zadatak da uspešno produciraju debate.

## 9. THE WORLD'S MOST FAMOUS DEBATES: DEBATING IN US PRESIDENTIAL ELECTIONS

Bojan Klačar, CeSID



Debates are inextricably linked with modern-day campaigning in the United States. Their aim is to familiarize the public with candidates' policies, political positions, and characters. The US is also where candidate debates first evolved.

The first debates (US Senate debates) were held in 1858 between Abraham Lincoln and Stephen Douglas, and each lasted for three hours. Debates first took place in presidential primaries in 1948 and 1956: the first one featured Republicans Dewey and Stassen, and was held in Oregon (and broadcast on the radio); the second, in Florida, involved Democrats Stevenson and Kefauver.

The first televised presidential debate (actually a series of four events) was aired in 1960 and has remained famous to this day, when Senator John F. Kennedy and Vice-President Richard Nixon squared off against one another in Chicago, Washington, Los Angeles/New York City, and, finally, New York City again.

After the Kennedy – Nixon encounter, there were no presidential debates in the following three elections (1964, 1968, and 1972). Debating made a comeback in the next three rounds of voting (in 1976, 1980, and 1984), but the process was fraught with difficulty and led to the creation in 1987 of the non-partisan, private Commission on Presidential Debates, which has organized all presidential and vice-presidential debates since the 1988 presidential election. Only two elections since 1960 have involved a third candidate, with businessman Ross Perot running for office in 1992 and Congressman John Anderson in the 1980 elections. All general presidential debates held since 1960 have lasted for 90 minutes.

Tabela 2. Predsedničke debate<sup>2</sup>

Godina	Kandidati	Broj debata
1960	Kenedi/Nikson	4
1976	Karter/Ford	3
1980	Regan/Anderson Karter/Regan	2
1984	Regan/Mondejl	2
1988	Dž. V. Buš/Dukakis	2
1992	Dž. V. Buš/B. Klinton/Pero	3
1996	B. Klinton/Dol	2
2000	Dž. H. V. Buš/Gor	3
2004	Dž. H. V. Buš/Keri	3
2008	Obama/Mekejn	3
2012	Obama/Romni	3
2016	Tramp/H. Klinton	3

Tabela 3. Potpredsedničke debate

Godina	Kandidati	Broj debata
1976	Mondejl/Dol	1
1984	Feraro/ Dž. V. Buš	1
1988	Bensen/Kvejl	1
1992	Gor/Kvejl/Stokdejl	1
1996	Gor/Kemp	1
2000	Lieberman/Čejni	1
2004	Edwards/Čejni	1
2008	Bajden/Pejlin	1
2012	Bajden/Rajan	1
2016	Pens/Kejn	1

<sup>2</sup> Podaci o predsedničkim i potpredsedničkim debatama (Tabele 2 i 3) do 2016. su preuzeti iz: Benoit, W. L. (2014). Political Election Debates. Lexington books.

Table 2. US presidential debates<sup>2</sup>

Year	Candidates	Number of debates
1960	Kennedy - Nixon	4
1976	Carter - Ford	3
1980	Reagan - Anderson Carter - Reagan	2
1984	Reagan - Mondale	2
1988	G.H.W. Bush - Dukakis	2
1992	G.H.W. Bush - B. Clinton - Perot	3
1996	B. Clinton - Dole	2
2000	G.W. Bush - Gore	3
2004	G.W. Bush - Kerry	3
2008	Obama - McCain	3
2012	Obama - Romney	3
2016	Trump - H. Clinton	3

Table 3. US vice-presidential debates

Year	Candidates	Number of debates
1976	Mondale - Dole	1
1984	Ferraro - G. H.W. Bush	1
1988	Bentsen - Quayle	1
1992	Gore - Quayle - Stockdale	1
1996	Gore - Kemp	1
2000	Lieberman - Cheney	1
2004	Edwards - Cheney	1
2008	Biden - Palin	1
2012	Biden - Ryan	1
2016	Pence - Kaine	1

<sup>2</sup> Data about US presidential and vice-presidential debates (Tables 2 and 3) to 2016 come from Benoit, W. L. (2014). Political Election Debates. Lexington Books.

Tabela 4. Gledanost predsedničkih debata<sup>3</sup>

Godina	Kandidati	Prosečna gledanost (u mil.)
1960	Kenedi/Nikson	63.1 (4 debate)
1976	Karter/Ford	65.4 (tri debate)
1980	Karter/Regan	80.6 (jedna debata)*
1984	Regan/Mondejl	66.2 (dve debate)
1988	Dž. V. Buš/Dukakis	66.2 (dve debate)
1992	Dž. V. Buš/B. Klinton/Pero	66.9 (tri debate)
1996	B. Klinton/Dol	41.2 (dve debate)
2000	Dž. H. V. Buš/Gor	40.6 (tri debate)
2004	Dž. H. V. Buš/Keri	53.5 (tri debate)
2008	Obama/Mekejn	57.4 (tri miliona)
2012	Obama/Romni	60.7 (tri debate)
2016	Trump/H. Klinton	74 (tri debate)

\* Ne postoje precizni podaci o gledanosti prve debate Regan-Anderson.

Tabela 5. Gledanost potpredsedničkih debata

Godina	Kandidati	Prosečna gledanost (u mil.)
1976	Mondejl/Dol	43.2
1984	Feraro/ Dž. V. Buš	56.7
1988	Bensen/Kvejl	46.9
1992	Gor/Kvejl/Stokdejl	51.2
1996	Gor/Kemp	26.6
2000	Lieberman/Čejni	28.5
2004	Edwards/Čejni	43.5
2008	Bajden/Pejlin	69.6
2012	Bajden/Rajan	51.4
2016	Pens/Kejn	37.2

<sup>3</sup> Podaci o gledanosti predsedničkih i potpredsedničkih debata (Tabele 4 i 5) do 2016. su preuzeti iz: Benoit, W. L. (2014). Political Election Debates. Lexington books. Podaci za 2016. su preuzeti sa [www.nielsen.com](http://www.nielsen.com).

Table 4. Television ratings of US presidential debates<sup>3</sup>

Year	Candidates	Average viewership (mn)
1960	Kennedy - Nixon	63.1 (4 debates)
1976	Carter - Ford	65.4 (three debates)
1980	Carter - Reagan	80.6 (one debate)*
1984	Reagan - Mondale	66.2 (two debates)
1988	G.H.W. Bush - Dukakis	66.2 (two debates)
1992	G.H.W. Bush - B. Clinton - Perot	66.9 (three debates)
1996	B. Clinton - Dole	41.2 (two debates)
2000	G.W. Bush - Gore	40.6 (three debates)
2004	G.W. Bush - Kerry	53.5 (three debates)
2008	Obama - McCain	57.4 (three debates)
2012	Obama - Romney	60.7 (three debates)
2016	Trump - H. Clinton	74 (three debates)

\* There is no precise data for debate Reagan-Anderson (1980).

Table 5. Television ratings of US vice-presidential debates

Year	Candidates	Average viewership (mn)
1976	Mondale - Dole	43.2
1984	Ferraro - G. H.W. Bush	56.7
1988	Bentsen - Quayle	46.9
1992	Gore - Quayle - Stockdale	51.2
1996	Gore - Kemp	26.6
2000	Lieberman - Cheney	28.5
2004	Edwards - Cheney	43.5
2008	Biden - Palin	69.6
2012	Biden - Ryan	51.4
2016	Pence - Kaine	37.2

<sup>3</sup> Data about US presidential and vice-presidential debates (Tables 2 and 3) to 2016 come from Benoit, W. L. (2014). Political Election Debates. Lexington Books. The source for 2016 data was [www.nielsen.com](http://www.nielsen.com).



Tabela 6. Top 10 najgledanijih debata

Godina	Kandidati	Datum	Prosečna gledanost (u mil.)
2016	Trump/H. Klinton	26/09	84
1980	Karter/Regan	28/10	80.6
2016	Trump/H. Klinton	19/10	71.6
1976	Karter/Ford	23/09	69.7
1992	Dž. V. Buš/B. Klinton/Pero	15/10	69.6
2008	Bajden/Pejlin	02/10	69.6*
1984	Regan/Mondejl	22/10	67.3
1988	Dž. V. Buš/Dukakis	13/10	67.3
1992	Dž. V. Buš/B. Klinton/Pero	19/10	66.9
2016	Trump/H. Klinton	09/10	66.5

\*Debata između Džo Bajdena i Sare Pejlin je jedina potpredsednička debata na listi.

Table 6. Top 10 most watched debates

Year	Candidates	Date	Average viewership (mn)
2016	Trump - H. Clinton	26/09	84
1980	Carter - Reagan	28/10	80.6
2016	Trump - H. Clinton	19/10	71.6
1976	Carter - Ford	23/09	69.7
1992	G.H.W. Bush - B. Clinton - Perot	15/10	69.6
2008	Biden - Palin	02/10	69.6*
1984	Reagan - Mondale	22/10	67.3
1988	G.H.W. Bush - Dukakis	13/10	67.3
1992	G.H.W. Bush - B. Clinton - Perot	19/10	66.9
2016	Trump - H. Clinton	09/10	66.5

\* The debate between Joe Biden and Sarah Palin is the only vice-presidential debate on the list.



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