Candidate Visit Protocols
2014-2016 Election Cycles

Introduction: Promoting civic engagement and preparing our students for lives of engaged citizenship is a Winthrop University priority and institutional value. In the last three election cycles (2008, 2010, and 2012), Winthrop University has been fortunate to host a variety of national, state, and local political candidates and office holders. These visits have provided unparalleled opportunities for Winthrop University students, faculty, and staff and the Rock Hill community to interact with and to learn from these individuals. Such events are consistent with Winthrop University’s mission to serve the state of South Carolina through education and community engagement.

In Spring 2014, a group of faculty and staff members met to determine the University’s protocols for handling visits by candidates and public officials in preparation for the 2014 midterm election cycle, the 2015-2016 Presidential primary campaign season, and the 2016 general election. This working group agrees that hosting such campus visits remains consistent with the University’s mission and strategic priorities. Yet the institution needs to plan ahead to ensure that all relevant campus offices agree on how these visits are communicated, coordinated, and executed.

The group further agrees that there are different protocols required for especially prominent officials and candidates (Governor, US Senators and Representatives, and presidential candidates) than for other officials and candidates [statewide office holders and candidates (other than at the gubernatorial level) and local officials and candidates].

This group, comprised of the following individuals, developed these protocols:

- Ms. DeeAnna Brooks, Assistant to the President for University Events
- Dr. Jennifer Leigh Disney, Associate Professor and Chair of Political Science
- Dr. Karen M. Kedrowski, Dean of the College of Arts and Sciences and Co-Director of the John C. West Forum on Politics and Policy
- Ms. Judy Longshaw, News/Media Services Manager
- Ms. Alicia Marstall, Director of the DiGiorgio Campus Center
- Ms. Katarina Moyon, Adjunct Professor of Political Science and Co-Director of the John C. West Forum on Politics and Policy
- Dr. Jeff Perez, Senior Counsel to the President for Public Affairs
- Mr. Frank Zebedis, Assistant Vice President for Student Affairs and Chief of Campus Police
This document is divided into the following sections:

- Sponsorship
- Invitations and Queries from Candidates
- Cultural Event Designation
- Communicating Institutional Neutrality
- Facilities and Set Up
- Media and University Relations
- Security and Parking Protocols
- Community Participation
- Cost Sharing

**Part 1: Sponsorship**

**Type A: Campus visits or campaign stops by prominent officials and/or candidates:**

These visits will be coordinated by the Office of the President:

- Presidential candidates or surrogates campaigning on their behalf (i.e. family members, other office holders, campaign staff).
- Other national executive office holders (President, Vice President, Cabinet, etc.)
- Governor or gubernatorial candidates
- US Senator or US Senatorial candidates
- US Representative or US House of Representatives candidates
- Members of a state legislative caucus traveling as a group (i.e. the South Carolina Black Legislative Caucus)

**Type B: Campus visits by state and local candidates and officials:**

These visits will be coordinated by the Department of Political Science (and/or other interested departments):

- Other state level office holders and candidates (such as Superintendent of Education)
- Local office holders and candidates

**Student Group Sponsorships**

The Department of Political Science (or other department) will invite at least one appropriate student organization to sponsor candidate visits. Sometimes more than one group will be invited. Possible partisan student organizational sponsors include College Republicans, College Democrats, Socialist Student Union, and College Libertarians. Possible non-partisan student organizational sponsors include Pi Sigma Alpha, ONE, Council of Student Leaders, and DiGiorgio Student Union.

Student organizations are encouraged to sponsor events and to solicit assistance from the appropriate university office. However, they should be discouraged from taking sole
responsibility for arranging events. Individual students should not be primarily or solely responsible for arranging events with prominent candidates and office holders.

**Type C: Non Campaign Cultural/Educational Events and Bi/multi-partisan Candidate Debates:**

The West Forum is strictly nonpartisan and seeks to preserve its reputation for presenting multiple perspectives. Thus, the West Forum will cosponsor events that it believes may be eligible for cultural events credit because they are educational in nature or are events where a broad spectrum of viewpoints are discussed. Such events will be submitted to the Cultural Events Committee for approval. Thus, the West Forum will sponsor, subject to conditions below, public officials, candidates, or multi-candidate debates, forums, lectures, and discussions on issues of broad social concern.

The West Forum will coordinate with the Office of the President when these events include prominent candidates.

**Type D: Guest Lectures:**

Individual faculty members may invite candidates/public officials to guest lecture in their classes. These appearances would not be candidate stump speeches, but would provide students with an opportunity to interact with a candidate or public official. Such visits are not open to the public and pose a minimal security risk; thus they are exempt from these protocols.

The working group encourages such visits for their educational value. We encourage faculty members to inform the Special Counsel to the President of such visits in case the Office of the President wishes to greet the candidate/office holder and to coordinate with Campus Police for reserved parking for the guest.

**Part 2: Invitations and Queries from Candidates**

**Invitations:** Invitations extended to Type A candidates/officials or to participate in multi-candidate debates (see Type C) should be extended by the Winthrop University President. The Senior Counsel will be listed as the initial contact person.

Invitations to other officials may be extended by the West Forum and the Department of Political Science as appropriate. Student organizations are encouraged to cosponsor candidate/public official appearances with the appropriate office.

In all cases, the event coordinator (based on the type of event listed above) will notify University Relations, Campus Police, the DiGiorgio Campus Center, and the Office of the President of pending visits as soon as invitations are accepted.
**Queries from Candidates or Public Officials:** A candidate or public official may approach a variety of offices or individuals to express interest in a campus appearance. Irrespective of which office(individual) is contacted, the request will be forwarded to the appropriate contact person, depending on the type of candidate/official making the request (see above).

These contacts are:

- Office of the President: Dr. Jeff Perez (Type A)
- Department of Political Science: Dr. Jennifer Leigh Disney (Type B)
- West Forum: Ms. Katarina Moyon (Type C)

These contacts will, in turn, notify University Relations, the DiGiorgio Campus Center, and Campus Police well in advance of the event.

**Web Page for Queries:** In addition, the working group recommends that a “Candidate/Public Official Campus Visit” page be added to the Office of the President web site. This can be accessible through a button or Quick Link. While the content of this page will be up to the Office of the President, this page could include campus’s policies and protocols for campus visits, provide contact information for the Senior Counsel to the President, and/or include an electronic request form that can easily be routed to the appropriate office or individual.

This page will also include the neutrality statement (see below) and advertise that Winthrop University will provide a faculty member to provide expert advice and commentary to the news media as a “value added” feature.

**Declining an Appearance:** Winthrop University reserves the right to decline requests from individuals or groups at its discretion. Possible reasons for refusal include scheduling conflicts, lack of appropriate available space, and/or an inability to provide adequate security to individuals and/or property.

**Volunteer Recruitment or Other Campaign Activities:** Candidates or their campaigns may wish to conduct activities on campus that do not include a candidate visit. Possibilities include recruiting volunteers, interns, or employees; hosting a book signing; voter registration drives; or sponsoring a lecture or film. In these cases, the campaign should follow the University procedures, including space reservations, sponsorship by campus departments or student groups, and fee payment, as appropriate. Contacts include:

- Tabling on Scholars Walk or the DiGiorgio Campus Center: Billy Dahlgren.
- Space requests for the DiGiorgio Campus Center: Billy Dahlgren.
- Publicizing volunteer or paid campaign opportunities: EagleNET, Ellin McDonough.
- Assemblies or Demonstrations: Anthony Davis.
- Internships: Appropriate department’s internship coordinator or department chair.
- Space reservations and equipment for special events (other than the DiGiorgio Center): Office of University Events and Scheduling, 803-323-2359.
**Special Note about Voter Registration Drives:** The South Carolina voter registration form requires a voter’s social security number. The University will approve voter registration drives only when the sponsoring organization can assure that applicants’ personal information is secure. Possible means include handing out the blank paper forms only, having the voter place the completed voter registration form in a sealed envelope, or using a secure device to register voters through the online form provided by the State Election Commission.

**Part 3: Cultural Event Designation**

The West Forum will organize educational events, as defined by the Winthrop University Cultural Events policy [http://www2.winthrop.edu/public/policy/fullpolicy.aspx?pid=34](http://www2.winthrop.edu/public/policy/fullpolicy.aspx?pid=34).

The West Forum will apply for cultural event status for events that meet the university’s cultural events requirements (i.e., demonstrable expertise, discursive openness) and the West Forum’s mission. The West Forum will seek cosponsors as appropriate. In addition, the West Forum will work with facilities, parking, public relations, security and others to conduct events. If the events include Type A (President’s Office Level) candidates, the West Forum will work with appropriate staff in conducting these events.

**Part 4: Communicating Institutional Neutrality**

The working group recommends that Winthrop University will make every effort to communicate that, while it welcomes candidates and public officials to its campus in the spirit of civic and community engagement, it does not implicitly or explicitly endorse any candidate, party, or ideological perspective. To communicate this institutional neutrality, Winthrop University will take the following steps:

1. Provide language on the “queries” web site (recommended above) expressing the institution’s nonpartisanship and ideological neutrality.
2. Include a similar disclaimer on all news releases, posters, appropriate web sites, and other relevant documents.
3. Winthrop University employees who are attending the event in their official capacity will be identified by wearing a uniform and/or official Winthrop nametag. They will not participate in any solicitation of volunteers and will refrain from any activities (i.e. sign waving, cheering) that might intimate endorsement of a candidate’s/official’s beliefs.¹

**Students:** If students are attending the event as paid employees (i.e. student technicians in the DiGiorgio Center), they are subject to the same restrictions as other employees.

¹ This provision applies only to Winthrop employees attending the event in their official capacity. Winthrop employees attending as private citizens may participate in all of these activities as long as they are not wearing an official Winthrop uniform and/or nametag.
If audience members are permitted on stage, every effort will be made to permit Winthrop students to sit or stand on the stage behind the candidate/public official. This will enrich the students’ experience at the event. Students will be permitted to sit on the stage without regard to whether they are wearing Winthrop attire.

Neutrality Statement: The working group recommends the following language:

*Winthrop University is a public institution dedicated to serving the state of South Carolina and to promoting the free exchange of ideas and informed citizenship. Thus Winthrop University welcomes political candidates, elected officials, and guest speakers from all partisan and ideological perspectives to visit campus and to present their ideas to the Winthrop and Rock Hill communities. These appearances do not constitute an endorsement of any party, candidate, or ideological perspective.*

Part 5: Facilities and Set Up

Venue: Once a candidate/public official visit is booked, the sponsoring office must work with the candidate/official to select an appropriate facility. Four possible venues and the amenities they offer are:

1. McBryde Hall:
   - Capacity is 600 guests (900 standing)
   - Restrooms
   - Proximity to food serving area
   - Wheelchair accessible through Tillman Breezeway.
   - The Instructional Technology Center (ITC) can provide equipment. Multimedia presentation support for programs, events and meetings usually include:
     - LCD (PowerPoint) projectors
     - Screens
     - Laptops (when available)
     - Cabling
     - Presentation audio integration
     - Podium, microphones, and speakers
     - Elmo Visual Presenter

2. Tuttle Dining Hall: Capacity is 125 guests. Other details are identical to McBryde Hall.

3. Dina’s Place (DiGiorgio Campus Center Theatre).
   - 224 fixed, raised theater seating and 4 handicap seating areas (2 ground level 2 top level)
• Stage dimensions 15 ft. front to back and 30 ft. wide on ground level
• 2 Green Rooms available with restrooms
• 2 speaker podiums (with Winthrop logo) available
• 7.1 surround sound system
• Sound support with up to five (5) wireless microphones (3 handheld, 2 lapel mics)
• Projector screen 16’ x 9’
• DVD player, VHS player, wireless Internet, MAC and Laptop projection, and presentation remote available
• MP3 and iPod Capabilities
• Multi-box available

4. Richardson Ballroom (DiGiorgio Campus Center)
• Ballroom dimensions 93 sq. ft. length & 77 sq. ft. wide
  o Can be divided into two halves if a smaller space is desired
• 400 chairs available for flexible seating arrangements
• 9 (4’ x 8’) stage pieces, stage leg heights 13” or 23” & 2 stair cases
• Black Backdrop for stage 12’ wide max. and 8’ high
• Speaker podium (with Winthrop logo) available
• 32 ceiling mounted 6x9 loud speakers
• Sound support with up to five (8) wireless microphones (4 handheld, 4 lapel mics)
• 6 ceiling mounted projectors and screens
• BlueRay player, DVD player, VHS player, wireless Internet, MAC and Laptop projection, and presentation remote available
• MP3 and iPod Capabilities
• Multi-box available

Tabling: Winthrop University can provide tables for sign in, volunteer sign ups or voter registration at the candidate’s/official’s request. Any such tables will be plain and unadorned. They will not display any Winthrop logos or Winthrop literature. They will not be staffed by any Winthrop employees. Instead, all tables must be staffed by campaign or office volunteers/staff who are prominently identified as such (i.e. with name tags, candidate/party t-shirts or uniforms, or signage).

Staging: Recognizing that national political figures, presidential candidates especially, may have their own preferences for staging, event coordinators should make every effort to present Winthrop University in a favorable manner. Thus, the working group recommends that every effort be made to include the following in the staging and set up:

• Winthrop logo prominently displayed. Options include:
  o A television backdrop with the Winthrop name and/or logo.
  o Podium with the Winthrop name and logo displayed.
Winthrop banners.
- Table cloth or runner with Winthrop name and logo.
- United States flag and South Carolina state flag
- Seasonal plants and flowers

Designated Seating for Winthrop VIPs: Winthrop University will negotiate with the candidate/official to reserve seating from University VIPs (i.e. Trustees, University officers, and the like) who wish to attend the event. These reserved seats will be in addition to any set aside by the candidate/official for his/her own purposes.

Catering: Winthrop University may wish to host a reception or meal for public officials who visit campus for educational purposes (Type C and D above). Candidates making campaign stops will be notified that catering services are available through Aramark and that they may not bring in food or drinks from outside vendors. All catering expenses incurred by candidates making campaign stops will be paid by the candidate.

Part 6: Media and University Relations

Winthrop University will provide appropriate publicity for visits by candidates and public officials. The type and intensity of the publicity will vary depending on the type of event. For political candidates, the news releases provided by the institution are typically barebones. They will list:
- The candidate’s name, title and, if relevant, office sought;
- Location, event time, and “doors open” time;
- GPS coordinates, street address, and parking information;
- Neutrality disclaimer (see above).

For debates and cultural events, the news releases will be more detailed information, consistent with Winthrop University’s usual practices.

Faculty Expertise: For Type A visits especially, Winthrop University provides “value added” by ensuring that at least one faculty expert will be available to news media for interviews and commentary. This service will be communicated to candidates/officials and news media alike.

University Relations personnel will communicate with Department of Political Science and/or other departments with faculty who have pertinent expertise (i.e. Sociology, Economics, Social Work, History) to ensure that at least one faculty expert is available at each event and will advertise this fact to the media in attendance.

Coordinating with “Type A” Candidates/Officials: University Relations will coordinate with the media personnel accompanying Type A candidates/officials. University Relations will seek the following information and coordinate with relevant news organizations and university offices as appropriate:
- The schedule for press releases/information to media and responsibility for notifying campus audiences.
The number of media representatives anticipated at the event
Special technological needs (i.e. the mult box for multiple organizations to plug in for audio)
Candidate’s availability for media interviews before/after the event; type of interviews (Single interviews or group) and location of interviews.
What Winthrop identifiers are needed: i.e. podium, table cloths, Winthrop banners, etc.
Availability of satellite truck parking and parking for other news media.
Determine whether the candidate/official is traveling with national or regional media who require early entry/set up for coverage of an event.
Develop and distribute fact sheets about Winthrop University, Winthrop Poll, faculty member biographies, etc.

Photography and Videography by University Personnel: Winthrop University will negotiate with the candidate/public official to permit Winthrop University personnel to photograph and videotape the event. These materials are the intellectual property of Winthrop University and may be used in University publications and posted on the Web site and/or social media for the University’s own purposes.

Outside videotaping/film production or photography: Winthrop University must approve all outside videotaping, filming and photography. Individuals interested in this option must fill out the Film Approval Form in Appendix A. Additionally, if students, faculty or staff are being filmed or photographed waiver forms must be secured from each individual. This must be provided by the individual.

Part 7: Security and Parking Protocols

Winthrop University is committed to providing a safe and secure environment for students, faculty, staff, visitors, and guests alike. Thus, the following provides an inventory of questions that should be negotiated with candidates/officials who are visiting campus to ensure the University can provide a secure environment.

1. Personal Security
   - Does candidate have his/her own security detail?
   - Is the security detail public or private?
   - Is the security detail armed or mainly crowd control?
   - Who is the contact person for the personal security team?
   - If a high profile candidate, has the South Carolina Office of the United States Secret Service been notified? This will only be done for a high-profile, declared candidate. (Candidate Obama, in 2008, is the only one so far that involved the Secret Service.)
   - Are there special security needs?
     1. Ambulance on stand by.
     2. Hospital location and route.
     3. Police escorts to and from campus.
   - Type of vehicle they are traveling in and how many in caravan?
2. **Venue Security**
   - Are there any special requests for security inside the venue?
     1. Will barriers between candidate and crowd be used?
     2. Are building diagrams needed?
     3. Do exits need to be known before visit?
     4. Do exit routes need to be established before visits?
   - Is a meeting facility for candidate needed before appearance?

3. **Parking Needs**
   - Is special parking necessary to accommodate buses? If so, how many busses and how big are they?
   - Are special parking spaces needed for campaign staff? If so, how many spaces?
   - Will all members of the candidate’s campaign staff and the news media have visible credentials?
   - What are the parking needs for the news media (if not included with the campaign busses), including unobstructed areas for satellite trucks?

4. **Time Line**
   - Requests for Security Assistance must be made seven (7) days prior to the visit to ensure proper personnel are available and scheduled.

**Special Note:** It is important that everyone has credentials and that WUPD Police Chief is notified early by the security detail. Campaign staff contacting Winthrop contact does not satisfy WUPD Police Chiefs need to know about security issues. WUPD Police Chief must speak and work with them directly.

Also it is important they understand that WUPD is in charge of security while they are on the campus, not Rock Hill PD or the York County Sheriff’s Office. WUPD will contact these agencies if they are needed.

**Part 8: Community Participation**

Winthrop University sees hosting these events as an important community service to the state of South Carolina. Therefore, candidate/public official visits will be free and open to Winthrop University students and to the public at large. Special invitations to community leaders, Board members, faculty and students at other area schools, colleges, and Universities; etc. may be issued by the sponsoring office (i.e. the Office of the President or the West Forum). In any case, every effort will be made to admit all persons to these events without regard to their partisan or ideological perspectives. However, admission may be limited by space considerations. Attendees may also be required to through a security check point if required by the Secret Service or other security detail.

**Part 9: Cost Sharing**
Winthrop University will host visits by political candidates and/or public officials without additional cost when these events are held during regular business hours and staffing is available. However, should the event be held outside of regular business hours and/or require additional staffing for security, technology, custodial services and the like, the visiting candidate or official will be charged for these services. An estimate of these charges will be provided to the visiting candidate or official prior to the event.
Appendix A
Winthrop University Filming Request
Applicant Checklist/Guidelines

1. Complete a Filming Application.

2. Obtain separate permits issued by the City of Rock Hill, York County, or the State of South Carolina for special effects such as pyrotechnics, hazardous materials/conditions, refueling, tents, and any other hazardous operations. **Provide approved permits to Winthrop University.**

3. Procure liability insurance in the amount of $2,000,000 naming Winthrop University and its employees as insured for protection against claims for personal injuries, wrongful deaths, and property damage. **A copy of the insurance certificate must be attached to the contract.**

4. Conduct operations on Winthrop’s campus in an orderly fashion. The area(s) used shall be cleaned of trash and debris and restored to the original condition within a timely manner upon completion of shooting a scene. The University may require a faithful performance bond to ensure cleanup and restoration of the site after inspection.

5. Comply with all traffic and crowd control requirements set forth by the Winthrop Campus Police and the Rock Hill Police Department.

6. Understand that Winthrop University will determine who and how many campus employees are required at the location(s). These individuals shall be paid by the filming company.

7. Provide Winthrop University with a copy of the filming script.

8. Complete and sign a contract with Winthrop University.

9. Comply with all conditions or restrictions of permit(s) and the contract.

10. Pay deposit and final invoice in a timely manner as indicated on contract and bill.

**These procedures and guidelines are intended to serve as minimum regulations under normal filming circumstances. However, Winthrop University has the discretion to add or alter requirements at any time based upon the actual circumstances.**

revised: 9-12-13
Winthrop University
Filming Application

Please type or print clearly.

Production Title:_________________________________________________________

________________________________________________________________________

This project is:
  o Commercial Motion Picture
  o Educational TV
  o TV Episode/Series
  o TV Movie
  o Documentary
  o Music Video
  o Other ______________________________

Applicant Name: __________________________________________________________

Applicant Title: __________________________________________________________

Contact Phone Numbers: ____________________________

________________________________________

Address: _______________________________________________________________

________________________________________________________________________

Company Name:__________________________________________________________

Contact Phone Numbers: ____________________________

________________________________________
Requested Production Dates: ___________ through ___________
Requested Production Times: __________ through __________
Requested Set up/clean up Dates: __________ through ___________
Requested Set up/clean up Times: __________ through ___________

Requested Locations:
____________________________________________________
____________________________________________________

The filming activity to be conducted on campus is described as follows or on attached pages (include any special effects, stunts, or pyrotechnics):
____________________________________________________
____________________________________________________
____________________________________________________
____________________________________________________
____________________________________________________
____________________________________________________

Number of Cast and Crew __________

Number of Vehicles: Auto _____ Motor Homes _____ Trucks _____
Catering Trucks ___ Vans ___ Trailers ___ Other ________________

Applicant requests special assistance: Street Closures ____ Traffic Control ____ Emergency Services ____ Other _________________________________

Applicant intends to use: Animals ____ Chemicals ____ Explosives ____ Fire ____ Stunt Vehicles ____ Other __________________________

Liability Insurance Company: ______________________________________

Phone Number: ________________________________
I declare under penalty of perjury that the statements and information contained in this application are true and correct to the best of my knowledge and belief. I agree to conform with all requirements of the Winthrop Police Department, Rock Hill Fire Department, Risk Management and all other applicable laws, ordinances and regulations pertaining to the operations of such business. It is the applicant's responsibility to notify the University immediately if there are any changes to the information submitted on this application.

Signature of Applicant: ________________________________

Date ______________

revised: 2-23-09