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FOR IMMEDIATE RELEASE

**California GOP Gubernatorial Candidates Tom Campbell and Steve Poizner
Respond to Tweets During Debate at Brandman University**
270 pack Brandman University for gubernatorial Twitter debate.

Irvine, Calif. Oct. 28, 2009 – At 7 p.m. on Wednesday, Oct. 28, 2009, 270 business and community leaders, Brandman and Chapman University professors and staff, political bloggers and members of the media attended a California GOP gubernatorial debate between Tom Campbell and Steve Poizner at Brandman University located in Irvine, Calif. Brandman University issued the debate invitation to Republican candidates via Twitter back in August with Campbell and Poizner quickly tweeting their acceptance (Meg Whitman declined). Four of the 12 questions candidates addressed at the Oct. 28th debate were selected from more than 90 questions posed to the candidates via Twitter. All questions for candidates were to be submitted via Twitter using the hashtag #cadebate. [See all questions.](#)

The tweeted questions candidates responded to included:

- What do you see as the biggest challenges in our state's tax system and what changes do you propose to overcome them?
- Should marijuana be legalized and taxed, thus generating billions of dollars in tax revenue?
- As governor, what do you propose to do to halt illegal migration from other countries into California and secure our state?
- The California infrastructure is in shambles. What types of public works projects, if any, would be your top priorities?

The October 28th debate at Brandman University was believed to be the first political debate between California's gubernatorial candidates organized via Twitter.

“By making innovative use of social media platforms like Twitter, we are able to engage more people in the issues and provide accessibility to candidates from anywhere at anytime,” said Dr. Fred Smoller, Director of the Masters in Public Administration program at Brandman University.

While candidates responded to both Twitter questions and questions posed by panelists Dr. Michael Moodian, Assistant Professor of Social Science at Brandman University and Dan Walters of The Sacramento Bee, audience members tweeted their reactions to candidates statements while bloggers spread their opinions in real-time.

Poizner commented that it was his daughter's 18th birthday that same night and publicly thanked her for teaching him how to tweet. "There is no doubt that we need to grow the Republican party and by engaging new and young voters through social media outlets like Twitter is an excellent start," added Poizner.

Campbell applauded Brandman University for execution of a well-structured and innovative debate. "Brandman has really raised the bar for other educational institutions. Their forward-thinking and media savvy have helped to spread a high quality discussion of the issues to a great number of Californians," said Campbell.

Ed Arnold, co-host of [KOCE's "Real Orange"](#) moderated the debate while KOCE-TV broadcast the debate live. To watch the debate in its entirety, visit <http://www.brandman.edu/cadebate>. View a video put together by Steve Poizner's team on [how Twitter is changing political campaigns](#).

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PHOTO CAPTIONS FOR PHOTOS ATTACHED (people named in photos appear from left to right)

bloggers: Bloggers post their opinions to candidate's responses in real-time at the Oct. 28th Brandman University debate.

gueststweet: Guests at Brandman University debate tweet their responses at Oct. 28th Brandman University debate.

tweets: Brandman University invited gubernatorial candidates to participate in the debate via Twitter and encouraged the public to tweet questions to the candidates. Live tweets were streamed at the Oct. 28th Brandman University debate.

tc_addressing: California gubernatorial candidate Tom Campbell addresses the audience at the Oct. 28th Brandman University debate.

poizner: California gubernatorial candidate Steve Poizner addresses the audience at the Oct. 28th Brandman University debate.

tc_press: California gubernatorial candidate Tom Campbell speaks with press after the Oct. 28th Brandman University debate.

MM_EA_DW_SP_JD_TC_FS_GB: Assistant Professor of Social Science at Brandman University, Dr. Michael Moodian; debate moderator and KOCE-TV anchor, Ed Arnold; Sacramento Bee political reporter, Dan Walters; California GOP gubernatorial candidate, Steve Poizner; Chapman University President, Jim Doti; California GOP gubernatorial candidate Tom Campbell; Director of Masters in Public Administration program at Brandman University, Fred Smoller and Brandman University Chancellor, Gary Brahm.

About Brandman University

Brandman University, which is accredited by the Western Association of Schools and Colleges, focuses on meeting the unique needs of the more than 10,000 working students it serves both online and through 25 campuses in California and Washington. Brandman University is part of the Chapman University system and is known for providing students with in-demand degree and certificate programs. www.brandman.edu