

# Campaign 101 Seeking Public Office

*A practical workshop for those seeking re-election,  
entering politics for the first time, or wanting to  
become more involved in the political process!*

**Saturday, May 30, 2009 8:00 a.m. – 4:15 p.m.**  
**Toyota Auditorium, Howard H. Baker Jr. Center for Public Policy,**  
**University of Tennessee -1640 Cumberland Avenue**

**Registration fee = \$50 (includes breaks, materials and lunch)**  
**Parking – Free on first come, first served basis at the University Center Garage**

Whether you are considering becoming a candidate for public office or helping the people who do...what does it take to make a difference?

## **It takes you!**

Sponsored by the *University of Tennessee's Howard H. Baker Jr. Center for Public Policy, Leadership Knoxville, the Young Professionals of Knoxville, the Knoxville Area Urban League* and the *Hispanic Chamber of Commerce of East Tennessee*, we encourage you to take advantage of this workshop.

East Tennessee is home to a long and distinguished line of public servants, men and women who have stood in the arena of politics and made a difference in all our lives. This workshop will focus on the nuts and bolts of running for office in Knox County, Tennessee, but many of the sessions will apply to anyone seeking public office in Tennessee.

More questions? Call 974-0931 or visit our website at [www.bakercenter.utk.edu](http://www.bakercenter.utk.edu) for directions to the University Center and parking.

- 8:00 a.m.     **Registration Check-in** and Coffee
- 8:30 a.m.     **Welcome**
- 8:45 a.m.     **Making the Decision to Run: First Steps as a Candidate**  
Dean Rice - Pratt, Pratt & Rice, Inc., Nashville, TN
- 9:30 a.m.     **Know Your Territory: How to Get Information on Your Constituency**  
Bill Lyons, UT Political Science professor  
Senior Director, Policy and Communications, City of Knoxville
- 10:15 a.m.    Break
- 10:30 a.m.    **Technology in the Campaign**  
Cortney Piper, SRW & Associates  
Speaker - TBD

- 11:30 a.m.    **Lunch Panel**  
**If I Knew Then What I Know Now! Panel of current office-holders**  
Moderated by: Representative Joe Armstrong, Tennessee State House
- Finbarr Saunders, Knox County Commission
  - Amy Broyles, Knox County Commission
  - Foster Arnett, Knox County Clerk
- 1:00 p.m.    **Fundraising and Budgets**  
Larry Leibowitz, Partner, Leibowitz & Cohen
- 2:15 p.m.    **Compliance and Record-keeping: State & County Requirements**  
Greg Mackay, Admin. of Elections, Knox County Election Commission
- 2:45 p.m.    **Media Relations: How to Draft and Deliver Your Message**  
Alan Carmichael, President, Moxley Carmichael, Inc.  
Gene Patterson, News Anchor, WATE-TV - Channel 6
- 3:45 p.m.    **Final Remarks and Wrap Up**

**You must register in advance to insure a spot. Space is limited, so do not delay – register today! No confirmation will be mailed, so be sure to mark your calendar for this important workshop!**

**DEADLINE TO REGISTER is Tuesday, May 26, 2009 OR UNTIL FULL**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip code \_\_\_\_\_ Email \_\_\_\_\_

Daytime phone \_\_\_\_\_ Evening phone \_\_\_\_\_

Registration fee = \$50 (includes lunch and handouts)

**Cash or check - Please make check payable to the University of Tennessee.**

\_\_\_\_ Check enclosed    \_\_\_\_ Will pay at the workshop

Do you have any dietary restrictions? \_\_\_\_\_

**Please choose one way to submit your registration:**

**1. Mail** your registration form to:

Howard Baker Center for Public Policy, 1640 Cumberland Ave., Knoxville,  
TN 37996-3340

**2. Fax** to: 865-974-8777

**3. Email** to: [dluter@utk.edu](mailto:dluter@utk.edu) No confirmations will be mailed.