

Farm Bureau Sponsors Candidates School

UTICA, N.Y. — An intense political workshop, "How to Win an Election," is slated for April 14-15 at the Holiday Inn (Business Park) in Utica. The event is sponsored by the New York Farm Bureau and presented by the American Farm Bureau Federation.

According to Kelli Owens, NYFB's Political Education and Action Coordinator, "Farm Bureau's campaign management workshop is designed to assist candidates for public office in how to reach rural parts of their district. The program was devel-

oped by the staff of Farm Bureau and some of America's best political consultants."

Owens said. "Though Farm Bureau does not endorse candidates for public office, we highly encourage farmers and other rural residents to get involved in the process — no matter what party they're in."

The two-day program includes the following topics:

April 14 (9:30 a.m. - 8:30 p.m.)

The Candidate . . . Evaluating the Candidate and the Electorate

Familiarizing Yourself with Campaign Laws and Reports

The Issues . . . Selecting the Campaign Theme; Selecting Campaign Issues; Handling the Aggressive Interviewer

The Money . . . Budget Preparation; Raising Money Using a Finance Committee; Government Reports.

April 15 (8:00 a.m. - 5:00 p.m.)

The Organization . . . Campaign Structure; Role of Campaign Manager; Use of Support Committee; Headquarters Selection and Operation; Working with News Media; Promotion Activities; Volunteer Recruitment and Coordination; Allies and Coalitions.

Campaign Strategy . . . Identifying the Voters; Targeting Precincts; Targeting Special Interest

Groups; Developing a Calendar to Win; Using Polls; Election Day Activities.

The cost of the program is \$100 for Farm Bureau members and \$165 for nonmembers. The fee includes three meals, breaks, and materials (overnight lodging is extra). The deadline to register is April 8.

To register, call Pam Rafferty, New York Farm Bureau, at (518) 436-8495.



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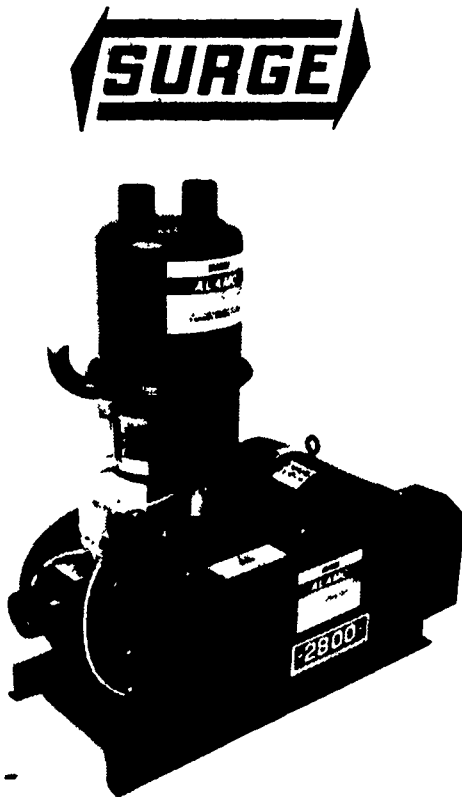
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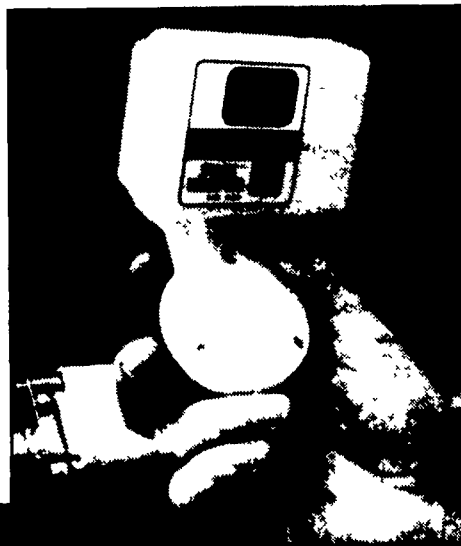
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