YOUR SPONSORS

For two years, the Institute for Rural Journalism and Community Issues has been helping rural news media help their communities. You may have read The Rural Blog, the Institute's daily digest of events, trends, issues and journalism in rural America, or one of the many articles posted on its Web site, including reports on one of our conferences on such subjects as coal, health care, economic development, and state and federal government and politics. A seminar on education coverage will be held Nov. 10 in Frankfort.

We are developing partnerships with rural media, beginning with those in Kentucky. Some of you may have seen one of the published stories by students who participated in reporting projects on the future of tobacco and tobacco communities, or on this year's judicial elections.

The mission of the First Amendment Center at the University of Kentucky is to promote understanding of the First Amendment among citizens of Kentucky, to advocate for First Amendment rights in the Commonwealth and nationally, and to produce internationally recognized scholarship concerning the First Amendment and its related freedoms.

The Center was established in 1987 with a grant from the Kentucky First Amendment Congress and The Kentucky Post. It is directed by Mike Farrell, a former Post managing editor who is an assistant professor of journalism at UK. As a Fellow of the Center, Associate Professor Buck Ryan directs the Citizen Kentucky Project, which is designed to increase civic engagement, especially among young voters. The five-year-old project has held a dozen community forums on public policy issues drawing more than 1,000 citizens, including journalists, politicians and civic activists.

Covering the Big Ballot and Beyond

A Workshop on Kentucky Politics in 2006-07, from the General Election to the Governor’s Race

Thursday, Sept. 14
9 a.m. to 4:30 p.m.
KET Network Center
600 Cooper Dr., Lexington

Presented by the Institute for Rural Journalism and Community Issues and the First Amendment Center’s Citizen Kentucky Project

School of Journalism and Telecommunications, College of Communications and Information Studies, University of Kentucky
SPACE IS LIMITED TO THE FIRST 25 PAID REGISTRANTS, SO SEND YOUR CHECK NOW

FEE to cover lunch and materials: $25 per person, $35 after Sept.11, 2006; make check to University of Kentucky, for Political Coverage workshop

Fill out this form and mail it with your check to:
Political Coverage Workshop
School of Journalism and Telecommunications
107 Grehan Bldg., University of Kentucky
Lexington KY 40506-0042

Name ______________________________________
Job title _____________________________________
Media ______________________________________
Address ____________________________________
City/State/ZIP ________________________________
Phone ______________________________________
E-mail ______________________________________

Any special dietary needs or anything else you’d like us to know?
_____________________________________________

This workshop is presented by the Institute for Rural Journalism and Community Issues and the Citizen Kentucky Project of the First Amendment Center, elements of the School of Journalism and Telecommunications at the University of Kentucky.

For more information on this program or the Institute, call 859-257-3744, send an e-mail to al.cross@uky.edu or go to www.ruraljournalism.org.

For more information on the Center, contact Director Mike Farrell at farrell@uky.edu or 859-257-4848.

COVERING THE BIG BALLOT AND BEYOND:
Kentucky Politics in 2006-07, from the November General Election to the Race for Governor

Thursday, Sept. 14, 9 a.m. to 4:30 p.m.
KET Network Center, 600 Cooper Drive, Lexington

9 a.m. Welcome: Performing your core First Amendment function, helping voters choose their leaders and be good citizens (Al Cross, Buck Ryan)

9:15 a.m. Overview of the November 2006 ballot: Local, judicial, legislative and congressional races and more (Al Cross, Ryan Alessi, Bill Bryant)

10:00 a.m. Judicial elections are different. How? Why? How should they be covered? (Al Cross)

10:30 a.m. Issues in this year’s elections and how to engage the candidates with them (Ronnie Ellis, Jamie Lucke, Tom Loftus)

11:15 a.m. Sources for information on issues (Ryan, Alessi, Bryant, Cross, Ellis, Loftus, Lucke)

12:00 noon LUNCH: Presentation on “Citizen Kentucky: Pursuit of Young Voters” (Buck Ryan)

12:45 p.m. Campaign finance: How to turn numbers into good stories (Al Cross, Tom Loftus) - BRING YOUR LAPTOP COMPUTER and an 802.11 wireless card, so you can research campaign data sources on site.

1:45 p.m. Deciding what to cover, and how. Reporters, learn how to sell stories to editors. Editors, learn how to guide reporters through political stories and make them interesting to readers. (Buck Ryan, Al Cross)

2:45 p.m. Editorials and commentary: A necessary part of political coverage. (Al Cross, Jamie Lucke)

3:30 p.m. The governor’s race (Everybody!)