

**Public Service Candidate School**  
**Session 2 – Working with the Media, Campaign Finance &**  
**Forming a Campaign Committee**  
**Wednesday, March 8, 2000**  
**SEMCO Energy Gas Company**  
**6:00 p.m. to 9:00 p.m.**

**AGENDA**

1. *Welcome & Introductions* **Rob Young, President & CEO**  
*Battle Creek Area Chamber of Commerce*
2. *Campaign Finance Reports* **Teri Loew, Chief Deputy Clerk of Elections**  
(15 minutes - presentation) *Calhoun County Clerk-Register office.*
3. *Working with the Media* **Ann Nieuwenhuis, County Extension Director**  
(30 minutes - presentation) *MSU Extension office – Kalamazoo County*
- Break (5 minutes)-----
4. *Media Considerations* **PANEL DISCUSSION**  
(30 minutes) **Mark Land, Battle Creek Enquirer**  
**Dan Hornaday, Battle Creek Radio Group**  
**Jim Hitchcock & Sue Weindorf, Battle Creek Shopper News**  
**Gordon H. Rosberg, Jr., Senior Times**  
**Tim Malone, WOTV-41**  
**John Whitaker, Harper Run Communication Arts**
5. *Q & A with Panel Members* **Attendees**  
(15 minutes) *Facilitated by Kathy Perrett / Rob Young*
- Break (5 minutes)-----
6. *Forming/ Deploying a Campaign Comm. & Financing/Running Your Campaign* **PANEL DISCUSSION**  
(30minutes) **Susan Buckley, Battle Creek Public Schools Board Member**  
**John Gallagher, Former Battle Creek City Comm./Mayor**  
**Kathy Tarr, Current Marshall City Council Member**  
**Beverly Risky, Former Calhoun County Commissioner**
7. *Q & A with Panel Members* **Attendees**  
(15 minutes) *Facilitated by Kathy Perrett / Rob Young*
8. *Highlight Remaining Sessions & Turn in Evaluation Forms* **Rob Young**  
(3 minutes)
9. *Adjourn* **Rob Young**
10. *Mock Interviews* **Available for session participants**

*The Battle Creek Area Chamber of Commerce Public Service Candidate School is an opportunity for participants to be introduced to, and gain a working knowledge of, the local political process. This program is not intended to provide an exhaustive education of all relevant issues and campaign methods typically encountered or used in political campaigns. The Chamber does not warrant or guarantee any endorsement or particular result from enrollment in this program.*