UD to Hold Workshop on Strategy of Campaigning

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DAYTON, Ohio, March 14, 1985 -- The League of Women Voters and the University of Dayton Office of Continuing Education will hold a day-long workshop entitled "The Strategy of Campaigning" on Saturday, April 13, from 8:30 a.m. to 4:30 p.m. on the UD campus. It is the first workshop of its kind to be held in the Dayton area, according to the League of Women Voters.

Workshop participants will learn the fundamentals of organizing a campaign, raising funds, and reaching voters. General sessions, smaller workshops, and a luncheon panel are included in the day's activities, to be held in the John F. Kennedy Memorial Union.

The keynote speaker will be Stephen Avakian, who will address "Local Politics: The Good, the Bad, and the Ugly" at 10:30 a.m. Avakian received his master's degree in journalism from Northwestern University, Evanston, Ill., and was a newspaper reporter with the Cleveland Press. He has had extensive government experience serving as administrative assistant in Cuyahoga County prior to his involvement in state and national politics. He became press secretary to Sen. Howard Metzenbaum in 1970 and then press secretary to Edmund Muskie in 1972. He served as press secretary to Sen. John Glenn from 1974 to 1979 and directed Glenn's 1980 re-election campaign. In 1981 he organized his own Columbus-based firm specializing in public relations and marketing of local campaigns. Since then he has acted as political consultant for many Montgomery County campaigns.

The first workshop session, at 9:15 a.m., will include guest speakers Joe Shump, Montgomery County Democratic Party chairman; Patrick Flanagan, Montgomery County Republican Party chairman; and Kay Stephens, director of the Montgomery County Board of Elections. The party chairmen will cover such topics as the importance of getting involved, party screening, and services provided by the political parties, while Stephens will discuss election laws, campaign reporting, filing of petitions, and services of the Board of Elections.

A noon luncheon panel of local candidates will, through personal experience and anecdote, tell what it was like to run for local office.
In the afternoon, starting at 1 p.m. and 2:15 p.m., two workshops will be given. "Up the Organizational Ladder" will encompass campaign structure, timetable, volunteer recruitment, and role of a campaign manager. Workshop facilitators will be Judy Gerhard, Englewood councilwoman and a 1984 candidate for state representative in the 40th district; and Vicki Pegg, Montgomery County recorder. The other workshop, "Getting the Message Out," will be conducted by Avakian, who will give an overview of marketing oneself, developing issues, public relations and voter contact. An additional feature of the workshop will be guest speaker Susan Harker, Voter's Guide editor, who will explain how the Voter's Guide is published and outline the League's expectations and guidelines.

Ponnie Kendell and Dorothy Tuzzi will coordinate the final session, from 3:15 to 4 p.m., which will focus on fundraising and budgeting. Both presenters have a combined experience of 20 years of fundraising for grassroot campaigns.

The workshop fee is $40 and includes instruction materials, luncheon, and refreshments. Deadline for registration is April 1. To register, or for more information, contact Susan McGough at UD's Office of Continuing Education, 229-2347.