Making Democracy More Democratic:
Running for City Council, 2003
Saturday and Sunday, April 5th and 6th, 2003
Pace University/New York City Campus
Multi-Purpose Room
1 Pace Plaza (just east of City Hall)

Registration Fee: $50, Students $15 w/student ID

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epite the world trade center tragedy on primary day in September 2001, New York City experienced a tremendous resurgence in democracy in the 2001 municipal elections. Due to term limits and the most progressive public campaign finance law in the country, more than 500 candidates ran for the offices of mayor, comptroller, public advocate, and city council. Most had never run for public office.

Many campaigns made mistakes. But, many lessons were learned by all candidates, whether they were newcomers or experienced campaign veterans.

In January, 2002, a new mayor, public advocate, comptroller and 36 new city council members took the oath of office. With it, an enormous turnover in city government was completed. To be sure, 2001 was a lesson in democracy in New York City.

The 2003 city council elections promise to be just as important. With redistricting, every city council district is up for grabs in 2003.

It is for these reasons that Pace University is convening a two-day seminar for candidates, campaign managers and staff, anyone else interested in the process of running for the city council in New York City in 2003.

Making Democracy More Democratic will take participants through the entire process of running for office. We will bring together the best in the business: pollsters, campaign finance experts, direct mail experts, campaign managers, election law and ballot access attorneys, media personalities, former candidates and existing public officials as they all share the "tricks of the trade" and even some of the mistakes they made in the past.

The seminars will be non-partisan in nature and will focus entirely on detailing the process and mechanics of running for office in New York City.

Making Democracy More Democratic Program

Saturday, April 5th
9:30-10:00 Registration and Welcome
Dr. Christopher Malone, Pace University, Hon. Alan Gerson, New York City Council
10:00-11:15 Redistricting in 2003: Knowing Your Universe
Speakers: John Flateau, Acting Director of Community Relations, Senate Minority Leader David Patterson, Kirsten John Foy, Campaign manager, Kevin Parker for City Council and Hakeem Jeffries for State Assembly
11:30-12:45 Ballot Access issues: Election Law
Speaker: Henry Berger, Election Law Attorney
12:45-1:30 LUNCH BREAK
1:30-2:00 DiBrenza, Former New York City Councilman
Media Coverage and Campaigning: A Roundtable Discussion
Speakers: Sandy Edna, NY1 News; Mark Gerard, Gotham Gazette; Phil Lenza, Crain’s New York; Bob Hardt, NY Post; Jonathan Tricher, Pace Poll; Pace University;
2:00-3:30 Message, Mailing and Literature:
Camp Lejeune, Veterans party; Derrick Ensor, campaign manager, Kevin Parker for City Council
3:45-5:15 Managing and Running
Speaker: Ellie Jared, campaign manager, Freddie Ferrer for Mayor, Ken Podills, Candidate 18th Council District, Hon. George Martinez, Democratic District Leader 13th Assembly District, Bill Bateson, Director of Community Relations, Senate Minority Leader David Patterson, Kirsten John Foy, Campaign manager, Kevin Parker for City Council and Hakeem Jeffries for State Assembly
Sunday, April 6th
10:00-11:15 Campaign Finance: Navigating the System
Speakers: Melanie Whaley, Campaign Finance Board, Carmen L. Williams, Compliance Consultant, Hon. Steve DuBois Bunche Center for Public Policy, Medgar Evers College, CUNY
11:30-12:45 Securing Another Line: Third Parties and Ballot Access
Speaker: Ellie Jared, campaign manager, Freddie Ferrer for Mayor, Ken Podills, Candidate 18th Council District, Hon. George Martinez, Democratic District Leader 13th Assembly District, Bill Bateson, Director of Community Relations, Senate Minority Leader David Patterson, Kirsten John Foy, Campaign manager, Kevin Parker for City Council and Hakeem Jeffries for State Assembly
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