



SAN JOAQUIN
POLITICAL ACADEMY

Sample Curriculum

Friday

Orientation

Downtown Holiday Inn

Tuesday

Class 1

City & County Challenges, Public Safety & County Demographics
City Challenges

Andy Souza, City of Fresno Manager

County Challenges

John Navarrette, Fresno County Administrative Officer

Public Safety

Chief Jerry Dyer

Sheriff Margaret Mims

County Demographics & Challenges

Blake Konczal, *CEO*

Fresno Area Workforce Investment Corporation

Thursday

Class 2

Water, Air and Land Use

Water Quality, Storage and the Politics of It All

Ryan Jacobsen, Executive Director

Fresno County Farm Bureau

Liz Hudson, Public Relations Coordinator

Fresno County Farm Bureau

Sarge Green, Consultant, Center for Irrigation Technology,

California State University, Fresno

Air Quality

Rick McVaigh,

San Joaquin Valley Air Pollution Control District

Land Use

Jeff Roberts, *Vice President*

Granville Homes, Inc.

Class Discussion

Tuesday

Class 3

Regional Economy, Issues, Opportunities

Unions

Chuck Riojas, *Business Agent and Registrar*
International Brotherhood of Electrical Workers

Immigration Issues

Barry Bedwell, *President*
California Grape and Tree Fruit League
Manuel Cunha, *President*
Nisei Farmers League

Transportation

Barbara Steck, *Deputy Director*
Council of Fresno County Governments

Thursday

Class 4

Fundamentals of Communication

Michelle Van Valkenberg, *Director of Communications*
Community Regional Medical Center
Cindy Suryan, *Public Relations/News Manager*
Community Regional Medical Center

Introduction to the media and using the media to your advantage

Anatomy of a good interview

- Interview preparation techniques
- Building powerful answers
- Control techniques

The Power and Folly of Social Media

Student Exercise – “In the Hot Seat” – Mock media interviews; critique
Prep/Instruction for assignments

Tuesday

Class 5

Effective Communication

Michelle Van Valkenberg, *Director of Communications*
Community Regional Medical Center
Cindy Suryan, *Public Relations/News Manager*
Community Regional Medical Center

Media mock interviews from assigned case studies

Presentation of 2-minute debate closing statements

Thursday

Class 6

Crafting Your Message

Gary Janzen, *Owner*
Janzen Brand

- Brand
- Platform
- Why You Are Running

Tuesday

Class 7

Education, Leadership & Downtown Revivalization

Education

Larry Powell, *Superintendent*

Fresno County Office of Education

Leadership

Tom Jones

Downtown Revivalization

Craig Scharton, *Director*

Downtown & Community Revitalization Department

Thursday

Class 8

Media Night – Understanding the Media and How to Use

Patty Hixson, *Senior Vice President/General Manager*

Peak Broadcasting Fresno

Television in Campaigns

Juanita Stevenson, *News Director, K-Jewel 99.3 FM*

Former News Anchor/Reporter KFSN-TV ABC/30

Bud Elliott, *News, K-Jewel 99.3 FM*

Former Anchor/Reporter KSEE TV

Fresno Bee

Betsy Lumbye, *Senior Vice President /Executive Director*

Fresno Bee

Jim Boren, *Editorial Page Editor*

Fresno Bee

- Opinion Page vs. News
- Background Search
- Editorial Board
- Role Play

Tuesday

Class 9

The Campaign

Filing Your Papers, Requirements for Office, Deadlines,

Petitions vs. Paying

Victor Salazar, *County Clerk/Registrar of Voters*

Fresno County

“A View of the Political Arena...Our Changing Local Demographics”

Don Larson

Retired College Instructor/Local Media Political Commentator

Campaign Fundraising

The Campaign – The Life of the Campaign (timeline),

Paid Media vs. Earned Media,

Campaign Consultant vs. Manager vs. Ground Staff

Pledges, Sample Budget, Voter Contact, GOTV

Joan Conway, *Owner*

Joan Conway & Associates

Campaign Management, Fundraising & Public Relations

Thursday

Class 10

The Campaign – Part 2

Campaign Strategy, Defining Negative Campaigning

Tim Orman

The Difference Between Winning and Losing Campaigns

Julie Griffiths, *Republican Political Consultant*

Accounting and Compliance

Richard Egan, *Owner*

DirectFile

Tuesday

Class 11

The Campaign – Part 3

The Necessity of Negative Campaigning?

Tal Cloud

The Media's Mission...Why the Media Does the Things it Does

Bill McEwen

View of the Political Scene –

Presented by a political "outsider"

Phoebe Wall Howard

Thursday

Class 12

Crafting Your Message

Gary Janzen, *Owner*

Janzen Brand

Tuesday

Class 13

Owning Your Campaign, What It is Like to Run

You Own Your Campaign

Bill Jones, *Former Secretary of State*

What It is Like to Run – The Good The Bad and The Ugly

Lee Brand, *District 6*

Fresno City Councilmember

Andreas Borgeas, *District 2*

Fresno City Councilmember

Point/Counterpoint

Thursday

Class 14

Lessons Learned, Class Debate

Lessons Learned

Stan Oken, *Past Chair*

Fresno County Board of Supervisor; San Joaquin Political Academy

View of the Political Scene –

Presented by an "inside" conservative

Michael Der Manouel, Jr.

Class Debate

Tuesday

Class 15

The Role/Challenges for the Spouse or Significant Other
Campaign Plans and Final Thoughts

The Role of the Spouse or Significant Other

Anna Borgeas

Critique and video-taping of Personal Campaign Plans

Joan Conway, Owner

Joan Conway & Associates

Gary Janzen, Owner

Janzen Brand

Feedback from Class

Announcement of Class Speaker

Tuesday

Graduation

City Hall