
**THE GENE A. BURD INSTITUTE ON
LOS ANGELES MEDIA AND POLITICS**
August 9 – August 12, 2010
UNIVERSITY OF CALIFORNIA, LOS ANGELES

-- sponsored by --
**THE JUNIOR STATESMEN FOUNDATION
and The Gene A. Burd Endowment Fund**
800 Claremont Ave. Suite 202
San Mateo, CA 94402
650.347.1600 or 800.334.5353
fax: 650.347.7200

ORIENTATION PACKET

Congratulations on your acceptance to the Gene A. Burd Institute on Los Angeles Media and Politics. This packet contains important information on when to arrive, what to expect, and how to prepare for the program. Please read it carefully and write or call us if you have any questions. We look forward to your participation in this unique educational experience.

PLEASE RETURN THE ENCLOSED REGISTRATION FORM WITHIN 10 DAYS. Your tuition payment will guarantee your place in the Institute. If you will not be attending, please notify us as soon as possible so that we may offer your space to another interested student.

PROGRAM OVERVIEW

Local government decision makers have the greatest impact on our everyday lives. The Institute is an exciting behind-the-scenes exploration of power and politics in Los Angeles. The program begins Monday morning, August 9, at the University of California, Los Angeles, with an orientation on the issues and personalities that dominate local politics, and the interactive media project that each student will participate in. The program will conclude on Thursday afternoon, August 12.

From Monday through Thursday of the Institute week, you will have a unique opportunity to meet and question the powerful leaders from politics, government, and the media who make things happen in Los Angeles. These sessions will be held in government buildings of the Los Angeles Civic Center, where we will travel by chartered bus daily. In addition, we will visit the *Los Angeles Times* building and a TV studio to record our own news broadcast.

Topics of discussion and debate vary during each session, depending upon current events and questions challenging Los Angeles. Issues we anticipate examining this year include:

- * The Media's Impact on Public Affairs
- * The Future of the *LA Times*
- * The Dynamics of Political Advertising
- * How Political Figures Use the Media
- * How Budget Cuts are Affecting Schools
- * How to Run a Political Campaign
- * How Media Sources Choose Editorial Coverage
- * New Media Impact of Blogs, Youtube, and Facebook
- * How to Navigate through Media Bias
- * How Politics are Shaped by the Media
- * How Los Angeles is Responding to Layoffs
- * The Political Power of Celebrity Media Endorsement

Each evening students participate in interactive workshops and small group discussions that help illustrate the role of the media in politics and how politics use the media. These sessions help draw educational lessons from the day's events and prepare students for the next day's speakers. You will also probe the opinions of your peers in lively discussions and debates on current issues in the news.

While the Institute is not heavily academic, most of your day and evening is filled with educational activities. An agenda from a typical day is included in this packet to help you prepare.

TUITION & FUNDRAISING

Please mail your \$400 tuition fee and Registration Form to The Junior Statesmen Foundation, 800 Claremont Ave, Ste 202, San Mateo, CA 94402. Checks should be made payable to The Junior Statesmen Foundation. **In order to hold your place in the Institute, we must receive these items within 10 days.**

The Institute tuition includes housing in the student residence hall at UCLA, breakfast and dinner on campus, a special graduation lunch on Thursday, transportation to and from downtown Los Angeles, all academic activities, and all program materials. You will need to buy three lunches in the Civic Center area during the week. There are many inexpensive restaurants in the area.

Some students, through their own fundraising efforts, receive partial or full scholarships from local donors. Contributors should send donations to the Foundation office in San Mateo, CA, with an accompanying letter or memo naming the student they are assisting. Checks should be made payable to The Junior Statesmen Foundation.

ARRIVAL & REGISTRATION

Registration will take place Monday, August 9, from 9:00 a.m. until 11:00 a.m. in the lobby of Sproul Hall at the University of California, Los Angeles (UCLA).

Students are responsible for arranging their transportation to UCLA. Students traveling by adult-driven car (or by shuttle from the airport) should arrive at UCLA Monday, August 9, between 8:30 a.m. and 9:30 a.m. **Students may not drive a car to the Institute or have a car at the Institute - NO EXCEPTIONS!**

Specific registration instructions will be sent 2 weeks before the program begins.

GRADUATION & DEPARTURE

The Institute will conclude on Thursday, August 12, around 5:00 p.m. Students traveling by plane should not make reservations to depart before 7:00 p.m. Students being picked up at the University should be picked up between 5:00 p.m. and 6:00 p.m.

Students leaving campus at the conclusion of the program with someone other than their parents or guardian must provide written permission from their parents to do so. This permission must be received prior to the program.

HOUSING

Institute students will be housed two or three to a room at UCLA. Male and female students will be housed on separate floors. The Institute staff are housed on each floor and are responsible for the supervision of the students. ***UCLA dorms are not air-conditioned, so students may wish to bring a fan.***

Roommate selection is done in advance and cannot be changed. If you would like to share a room with someone you already know, both students must return the enclosed Roommate Request Form to the Junior Statesmen Foundation Office by **July 9, 2010**.

Students will be responsible for leaving their room in the same condition in which they found it and will be charged for any damages that occur. The cost to replace a lost room key or security access card is \$75.00. If you lose your key during the week, you will be asked to pay the \$75 before you leave. ***Make sure to bring a key chain or neck lanyard so you will not lose your key or access card.***

WHAT TO BRING

Students are provided with a pillow, linens for their bed and towels, but no blanket. You should pack clothing that is appropriate for daily sessions in government buildings and for the graduation luncheon. When meeting public officials, you should dress as if you were going to a job interview or church or temple event. **Jeans, shorts, T-shirts, and tennis shoes are not appropriate attire for meeting with our speakers.**

Remember to pack comfortable shoes as we will be doing a good deal of walking. Also, be sure to bring comfortable informal clothing to wear on campus in the evenings. There will be some time for informal recreation during the week.

Females

business attire (dress or pant suit, dress slacks & jacket)*
3 blouses, skirts or dresses (knee-length or longer)*
dress shoes & nylons*
shorts
jeans
t-shirts
underwear
pajamas
sandals or tennis shoes
light jacket or sweater

Males

business attire (suit, dress slacks & sports jacket)*
3 dress shirts & ties*
dress shoes & socks*
shorts
jeans
t-shirts
underwear
pajamas
sandals or tennis shoes
light jacket or sweater

* Students will need to dress up for sessions on Monday, Tuesday, Wednesday, and Thursday.

- | | |
|---|---|
| 1. Hand towels, wash cloths, soap | 7. Hangers |
| 2. A notebook and pens | 8. A camera (optional) |
| 3. Blanket or sleeping bag | 9. A watch |
| 4. Key chain (recommended) | 10. Spending money (for lunches, snacks, and souvenirs) |
| 5. A fan (optional) | 11. An alarm clock |
| 6. Personal items (toothbrush, toothpaste, deodorant, etc.) | |

Students should not bring valuable items to the Institute. While the dormitory is staffed 24 hours a day, we will be off campus during the day. Neither the University of California, Los Angeles, nor The Junior Statesmen Foundation can assume responsibility for your personal belongings.

EXPERIENCE THE JUNIOR STATE OF AMERICA!

Throughout the Institute, you will participate in lively discussions and debates on current issues with your peers. These debates are an excellent introduction to the **Junior State of America**, the largest student-run political education organization in the country! Founded more than 75 years ago by high school students, JSA today involves over 15,000 participants across the country.

After attending the Institute, we hope that you will found a JSA chapter at your high school. Typical chapter activities include student debates of controversial issues, bipartisan speakers programs, mock trials, candidate nights, voter registration drives, and school-wide assemblies on campus issues. JSA chapters are the center of political activity and awareness in their high schools. Members across the state also meet at three overnight weekend conventions each year. *So, come prepared to get the tools you'll need to join the most exciting and political student-run organization in the country!* Please contact the Foundation office if you would like more information on starting a chapter at your school.

INSTITUTE RULES

1. Students must reside in Institute housing during the week. Under no circumstances can they commute to the program.
2. Students must attend all Institute functions unless excused by a staff member.
3. Students are not permitted to leave campus without permission. They may not leave with a relative (other than their parents) or any other adult unless specific written permission is received from their parents in advance.
4. Students may not drive a car during the week or ride in a car unless it is driven by a staff member.
5. Students are to be in their own room and quiet at 11:00 p.m. each night.
6. No use of illegal drugs, alcohol, or cigarette smoking will be permitted.
7. Housing is segregated by sex and students may not be on the floor of the opposite sex.
8. Harassment, sexual or otherwise, of any other student, or staff person, will not be permitted.
9. Other common sense rules may be announced by Tracy Poindexter, the Institute Director, as the need arises.

Violation of these rules can result in students being sent home without refund and other appropriate action.

VISITORS

Because the Institute is a short, intensive week of politics and government, no visitors are allowed during the week. The only exception is that parents may visit. Parental visits, if necessary, should be limited to a few minutes in the evening and should not conflict with any scheduled event.

Students leaving campus at the conclusion of the program with someone other than their parents or guardian must provide written permission from their parents to do so. This permission must be received prior to the program.

WHAT TO DO IN ADVANCE

Institute students are encouraged to read the *Los Angeles Times* and/or your regional major *Daily News* and watch the local news during the weeks prior to the Institute. Look for coverage of the issues previously mentioned, and keep in mind that the program will be shaped by the topics that interest you and your peers.

Additionally, please become familiar with the content, writing styles and coverage format of such blogs as:

<http://www.laobserved.com/>
<http://mayorsam.blogspot.com/>
<http://www.rtumble.com/>

For a snapshot overview of how a news story is covered simultaneously by a variety of mainstream media sources, please check out the magazine 'The Week'.

<http://www.theweek.com/>

IN CONCLUSION

Get ready for an exciting educational adventure that offers:

- ◆ a behind-the-scenes look at the workings of local politics and government in action.
- ◆ an opportunity to polish your speaking, analytical, and leadership skills so that you can play a more active role in your school and community.
- ◆ a front row seat for the deliberations of the School Board, City Council, and County Board of Supervisors.
- ◆ an opportunity to exchange ideas with powerful urban leaders.
- ◆ a chance to discuss and debate some of the major issues facing Los Angeles with high school students from throughout Southern California.
- ◆ a week at UCLA experiencing college life.
- ◆ an opportunity to make new friends as you experience first-hand the drama, power, and excitement of the world of government and politics.

Please review the sample agenda attached to give you an idea of how the Institute program is structured. While some of the speakers and topics will vary, the program will be very similar to this schedule.

Please don't hesitate to contact Tracy Poindexter, Institute Director (Tracy@jsa.org), if you have any questions about the Institute. You can also call toll-free: 800.334.5353.

We look forward to having you with us for this unique program!

**GENE A. BURD INSTITUTE ON LOS ANGELES MEDIA & POLITICS
PARENTAL PERMISSION FORM
UNIVERSITY OF CALIFORNIA, LOS ANGELES • August 9 – August 12, 2010**

NAME _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____ TELEPHONE (____) _____

MALE__ FEMALE__ AGE__ BIRTH DATE __/__/__

HIGH SCHOOL _____ EMAIL _____

YEAR YOU WILL GRADUATE FROM HIGH SCHOOL: 2011 2012 2013 2014 (circle one)

PARENTS' STATEMENT

We have read the orientation packet and we agree to allow our son/daughter to attend The Junior Statesmen's Gene A. Burd Institute on Los Angeles Media and Politics, subject to all Institute rules governing conduct both on and off campus. We understand that our son or daughter may be sent home during the session for any serious health reasons or conduct violations, without a refund. Institute officials are authorized to obtain, at our expense, any emergency medical service that our son or daughter may require.

___ Our child has had a recent physical examination and is in good health. He/she is physically able to participate in all aspects of the academic and recreational program of The Junior Statesmen Institute.

___ Our son/daughter has the following health problems and/or special needs of which you should be aware.

DATE _____ PARENT'S OR GUARDIAN'S SIGNATURE _____

Do you have health insurance? ___

If so, what company? _____

Policy Number _____

Mother's landline phone number () _____

Father's landline phone number () _____

Mother's cell phone number () _____

Father's cell phone number () _____

**Return to: The Junior Statesmen Foundation, 800 Claremont Ave, Ste 202, San Mateo, CA 94402.
Phone: 800.334.5353 Fax: 650.347.7200**

SUDENT'S NAME _____ STUDENT'S CELL PHONE(____) _____

TUITION FORM

**GENE A. BURD INSTITUTE ON LOS ANGELES MEDIA AND POLITICS
UNIVERSITY OF CALIFORNIA, LOS ANGELES
August 9 - August 12, 2010**

The Institute tuition is \$400, and your tuition is due July 9, 2010.

Your tuition is refundable, minus a \$50 administrative fee, as long as you notify The Junior Statesmen Foundation *in writing* at least two weeks prior to the start of the program. However, in accordance with federal tax laws, any scholarship contributions given in your name are not refundable. If any service clubs, other organizations, or family friends are paying all or part of your tuition, please ask them to mail their check directly to the Foundation office in San Mateo, with a note designating the money for your tuition.

If you have any questions about scholarships or tuition, please contact The Junior Statesmen Foundation at 800.334.5353.

Enclosed is my \$400 tuition.

I am paying by:

Check (make payable to The Junior Statesmen Foundation)

VISA Mastercard

Card Number _____ Expiration Date _____

Card Holder's Name _____

Card Holder's Signature _____

Return to: The Junior Statesmen Foundation, 800 Claremont Ave, Ste 202, San Mateo, CA 94402.

Phone: 800.334.5353 Fax: 650.347.7200

Gene A. Burd Institute on Los Angeles Media and Politics Roommate Request Form

The Institute housing list will be turned in to the University in late July. Roommate selection is done in advance and cannot be changed. If you would like to share a room with someone you already know, both students must return this form to the Junior Statesmen Foundation Office by July 9, 2010. The tuition of both students **must be fully paid** if the roommate request is to be honored.

Please complete the following information. Both students should complete their form individually.

Name: _____

Address: _____

High School: _____

Graduation Year: _____

I wish to room with _____

Signature

Date

**Return to: The Junior Statesmen Foundation, 800 Claremont Ave, Ste 202, San Mateo, CA 94402.
Phone: 800.334.5353 Fax: 650.347.7200**