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KENTUCKY REGISTRY OF ELECTION FINANCE LAUNCHES NEW WEBSITE

Frankfort -- The Kentucky Registry of Election Finance has unveiled a new agency website that offers users greater resources and easier navigation. The agency's website, which also houses financial data reported by campaigns in the form of an extremely popular and heavily used On-line Searchable Database, can be found on the Internet at www.kref.ky.gov.

"We are very excited to roll out this new, improved agency website, as it offers users unparalleled resources in navigating Kentucky's campaign finance laws and candidate data," said Registry Chair John Rogers, of Glasgow, adding that the site "offers optimum transparency, which should be the primary goal of a disclosure agency."

In reviewing the new website prior to its launch, Registry Chair John Rogers praised the agency's information technology staff, headed up by Stephen Smith, for "the dramatic and tremendous improvements, which now match current Internet technology and demonstrate the agency's commitment to the constituencies it serves."

"The Registry of Election Finance understands that easy and immediate access to a user-friendly website is key to fulfilling our mission, and I am proud that this new website provides just that," said Rogers. "It also brings government to the people of Kentucky in a more meaningful, understandable and accessible way."

The new site has been developed in-house over the course of the last year. It provides consistent navigation throughout, offering greater ease of use. A calendar feature allows users to determine, month-by-month, important

filing deadlines and other campaign finance dates, including scheduled Registry Board meeting dates. The site map offers users the opportunity to find different information on one web page. A new feature, referred to in the information technology field as a “bread crumb display”, provides the user with his or her exact location within the Registry’s website at all times.

The various types of entities regulated by the agency, including state and local political parties, political issues committees, permanent committees (commonly referred to as PACs), inaugural committees, candidates, and others, are now grouped and organized on the agency’s website by type of group, creating greater clarity for the site’s visitors. Other more user-friendly features include a listing of Registry Board Members with biographical information and photographs, a listing of Registry staff with photographs and individual staff email address links, and on-line educational outreach programs, including a tutorial for filers on the electronic filing of campaign finance reports, provided in both PDF and video formats, and a PowerPoint tutorial for candidates on Kentucky’s campaign finance laws.

The Kentucky Registry of Election Finance is charged with the regulation and administration of Kentucky’s campaign finance laws. Kentucky’s campaign finance laws limit the amount of money individuals and other entities can contribute to all candidates seeking election to public office in the Commonwealth of Kentucky, including those statewide candidates and gubernatorial slates running in the current year’s primary election. In the course of its duties, the agency receives data filed by candidates on specified dates throughout an election cycle and then makes the data available to the public. The agency is charged with reviewing the data for compliance with campaign finance laws and, in the case of statewide candidates and gubernatorial slates, conducting a full audit of the campaign’s receipts and expenditures.

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