

Date: Thu, 19 Jun 2008 06:04:38 -0400

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Peter wickhams Poll

On Sun, May 25, 2008 at 1:20 PM, Faye Thompson <fithompson2004@yahoo.com> wrote:  
Please note an updated/improved version of the document from DeRiggs

Faye

Luck is what happens when Preparation meets with Opportunity

PETER WICKAMS POLL.doc	Content-Type: application/msword Content-Encoding: base64
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## PETER WICKAMS POLL

Peter's poll justifications are difficult to dispute. As a result there is need for immediate strategic action. Key issues according to him are as follows:

- Change may not be an issue in Grenada as it has been in the other islands where people think that a particular government is in power too long
- The NDC Campaign need to address the core issues
- Campaign need to speak to the undecided
- There is need to project new ideas
- Leadership issues are important
- The issue of corruption doesn't appear to have stuck in Grenada
- ~~There is a swing away from smaller parties. 4% to NNP, 2% to NDC~~
- Demographics: NDC middle class. NNP women, youth, working class

## OBVIOUS STRATEGIES TO BE PURSUED (MY VIEW)

- Take issues to peoples homes. Fliers important here. Some already prepared. This includes Tillman's speech
- Need to reshape Tillman's image. One suggestion is to have a one hour friendly interview talking about his upbringing, values, family, time in prison and its impact etc. Bombard all networks
- Need to use Baptiste extensively to try to pull back GULP swing towards NNP
- Attack Stone's leadership. Focus on the ills of dictatorship. Many examples
- Attach the issue of corruption highlighting the cost both real and opportunity costs  
Highlight who really rebuilt Grenada after Ivan. The people, NGO, international organizations, the churches  
Need a major push towards the youth, women and working class (media blitz and other activities.  
Distribute manifesto immediately to every house