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Draw a half-circle, divided into wedges. Place those who most support your campaign on the left side of the spectrum; Use your maps and sticky papers, placing each target and stakeholder in a wedge according to their level of support for... Active allies: supportive and motivated to achieve your ...

CAMPAIGN STRATEGY | 10 tactics

Bringing to bear both academic and professional experience, they cover all aspects of present-day political campaigns from understanding the context of a particular campaign (national trends, the media market, demographic research, etc.) to strategic thinking (developing an overall theme and strategy), and to specific voter contact techniques (the tactical use of fundraising, paid media, free media--including the Internet--and get-out- the-vote drives).

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In practice, however, the terms “tactics” and “techniques” are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

Campaigning tactics and techniques

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