

RUNNING FOR OFFICE
A Guide to Effective Political
Communication in Cameroon

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Communication in Cameroon



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Foreword

Conducting a political campaign in Cameroon with very little money is almost impossible. Without resources or the backing of an established political force, people with leadership potentials have little chance of getting elected. Sad, but it appears that those who flaunt their wealth during campaigns are usually better positioned to win elections.

At the losing end are usually those who cannot afford to do expensive campaigning, usually women, the youth and the physically handicapped, even when their messages are good enough and they may have the possibility to succeed.

The Friedrich-Ebert-Stiftung (FES) has for some time now, followed this trend in many African countries. As part of efforts to make political leadership not the preserve of the elite, the FES Office in Ghana conducted a study in collaboration with Elephantlogic, a strategic consultancy firm specialized in campaigning, and came up with a publication on how to campaign and win elections with a low budget.

As the messages of this publication apply very well in other settings, FES Cameroon Office decided to produce a Cameroon version of the Guide, to encourage candidates from all political parties during the forthcoming electoral exercises to have an issue-based campaign. Thanks to the collaboration with STRATEGIES! Consulting Firm, who contextualized the content to the Cameroonian realities, we are now able to present a Cameroon version of the Guide.

This Guide, divided into five modules, primarily looks at the various simple ways to organise campaigns that will cost very little money. The first module looks at the voters and the constituency. It details how to analyse your constituency and even your competitors. Module two The message, discusses how to couch your message to whip up support throughout the campaign period and the need to be consistent. Module three looks at resources: human and material, and outlines some suggestions on least expensive campaigning. Illustrations are included to simplify the ideas and suggestions. In module four; running your Campaign –the different forms of campaigning for urban and rural target groups are discussed. The fifth and final module is on the D-Day and lays emphasis on protecting your votes as well as learning lessons from campaigns and elections.

This Guide is practical, based on the experiences of campaign managers and is intended to help anyone with the desire to stand for elections – whether local, parliamentary or presidential.

The Friedrich-Ebert-Stiftung Cameroon Office would like to express its ardent hope that this guide be used to enhance the quality of campaigning and to contribute to a more vivid democratic life in Cameroon.

Enjoy reading and thank you for your feedback!

Mirko Herberg
Resident Representative,
Friedrich-Ebert-Stiftung Cameroon and Central Africa

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*“Look at the people around you
and talk about the things
that are really important to you.”*

How do I use the Guide ? – Usage Instructions

The decision to stand as candidate for a political office is no doubt one of the most important decisions you can make in your life. Why? Because a candidacy has far-reaching implications for you personally and most certainly for your family and friends as well.

It is really important to think things through before becoming a candidate! In your candidacy, you will have many different types of friends - people who appreciate you and support you in an honest, straightforward manner, people who always stand behind you, even if you make a mistake some time or another, or when they notice that you cannot win the election, and people who support you because they have ulterior motives. You will especially notice which friends and acquaintances are honest with you and which ones are not when you stand for election as a candidate. There will be people who respect you even though they have political opinions which differ from yours. However, there will also be people, who are hostile towards you. You will have to endure this as well and be able to cope with it. Having different opinions is part of democracy.

You will experience all kinds of things in your campaign. You will have both good experiences and bad ones. And you will have many emotional ups and downs – every day, for weeks and months. You have to be able to endure this as well and be sure that in spite of this, you maintain your positive traits and do not lose sight of your strengths.

So before you read this Guide and plunge into the practical preparation for your campaign, you should think through why you want to stand as candidate. It may be helpful to take out a sheet of paper and jot down all of the reasons why you think standing for election is a good idea and why it is not. Examine your thoughts closely and honestly! Look at this sheet of paper every now and then and think about whether the arguments “in favour of” outweigh the “reasons against”. Discuss the reasons for a candidacy with your family and friends! They might have additional ideas which are important in making your decision. You will need a lot of support from them. That is why you should make sure you include them in your decision-making.

Before you stand for election, you should speak with women and men who have already served as candidates (successfully or unsuccessfully) in your region in the past. They can report on their experience at firsthand and you will see how valuable this is.

It is also good that you read the various laws and decrees regulating elections in Cameroon in general, and political communication in particular. Your understanding of the legal environment will help you navigate safely across your campaign.

HOW DO I USE THE GUIDE ?

This Guide will provide you with a lot of tips and ideas on things you need to take into account in a candidacy and in a campaign. It is based on plenty of experience in the conception and organisation of electoral campaigns.

However, every election campaign is unique! The worst thing one can say in a campaign is: “that is the way we have always done things!” No campaign is the same as any other one, no discussion has already taken place once before, every individual wants to be perceived and addressed in a unique way. For this reason, this Guide is not a general or patent “recipe” for all election campaigns. It offers you tips, checklists and some ideas to think about. But you yourself have to carry out the campaign. Nobody can assume this responsibility for you.

Again, planning is no doubt important, but you will recognise in the course of the campaign that there are a lot of things you had not thought about and you will learn more and more with every passing day. Planning and flexibility will be important elements for you in every campaign you do.



Always keep a small notebook with you in which you can record your experiences in the campaign every day. Jot down what you have learnt on the particular day. A crucial prerequisite for success in any election campaign is the ability of the strongest individual in your campaign to learn. And that individual is you – the candidate!!!

This Guide has a modular structure. You can read it from the beginning to the end. Each of the module is structured the

same way: they begin with a short introduction, then examine important points in depth and end with a checklist. Additional tips on work resources are presented in the annex.

We hope that this Guide will help you in making your decision to stand for elections (or perhaps sometimes not to stand), that it will support you in your campaign organisation and that it will also be fun for you to read sometimes.

When you begin an election campaign, you will be lacking many things: time, money, sometimes the energy to deal with stress. There will be no shortage of one thing – suggestions. Scarcely a day will go by on which real and false friends don't make suggestions. More often than you think, you will not know which ones you should listen to and which ones you should not. If you do not know exactly in which category you should place someone who makes suggestions to you, the best thing to do is look closely at people and talk to them about what is important to you.

Module I :

The Voters and the Constituency

How do I analyse the Constituency? You know your constituency. Do you really know it?

Before you start the actual campaign, you should get a precise picture of your constituency.

- You must know its geography.
- You must know the history of the constituency.
- You must understand special aspects of the regional culture.
- You must know what the biggest political challenges are in the region.
- You must find out who the most important opinion-leaders in the constituency are.

If you want to win this constituency, everyone must get the message and know it inside and out.

Analysis of the Constituency

Obtain good maps of your constituency. You may obtain them from the council of your constituency or from Community Based organizations or Civil Society organizations working in the area. Look at the special attributes of the landscape,

nature, roads and paths, villages and towns very closely and go over it in your mind again and again. You will encounter voters who expect you to know these things. Moreover, precise knowledge of local conditions is an important prerequisite in the logistic planning of your campaign.

Another key step is to obtain all available data on voting behaviour to date and analyse it in detail. By the same token, it is important to see where the strongest bastions of your party and those of the competition are. It is especially interesting to find out whether there are groups of new voters who are yet to take part in any elections who can be addressed. Perhaps there are people among your friends or family who like to analyse statistics and can help you in your analysis.

This analysis will help you allocate your time and energy effectively.

- Where are the people who traditionally vote for your party in elections? Their districts definitely have to be addressed on a continuous basis. You have to make sure that there is a high voter turnout in these traditional bastions of support.
- Where are the bastions of the political competition? It does not make sense to invest too much time and energy in districts which traditionally vote for the competitors. If there is no reason whatsoever to believe that anything major will change here, it is better to use one's time in a more intelligent manner.
- Where can undecided voters be found? Especially in undecided constituencies, the so-called swing voters decide the result. These are perhaps only 2- 3% of the voters. Whoever wins these votes usually wins the constituency.

Find out about whether there are certain districts in your constituency in which there have been considerable fluctuations in voting in the past.

- Find out which districts a large number of new citizens have moved into.
- Find out where primarily young voters can be directly addressed.

In addition to the analysis you can also think about whether you know someone who has been living in your constituency for a long time and who can tell you a lot, for example about old stories and myths. Perhaps there is a member of an old established family among your friends and acquaintances, who is familiar with these things. Try to find out whether your party has had a candidate in the past who can help you with his/ her knowledge.

Topics and Target Groups

Certain topics and problems in your constituency are especially important. These should be assigned an important place in your electoral platform and you should address these repeatedly in your campaign. List the most important target groups in your constituency and think about which of your goals are shared by these groups. This will help you make an initial priority list of the most important target groups in your campaign.

The second step is to compare this list with the information which you have been able to obtain on results of past elections. Nobody achieves the target group of “all”.

At any rate it is a good idea to decide which groups you want to reach with which arguments at a reasonable expense in terms of time and money.

You must repeatedly discuss this with your electoral team so that they can also plan properly. When you have decided on certain target groups – for example small business people (such as taxi drivers/motor taxi owners/market women) – it is very helpful for representatives of these groups to work on your campaign team and also make it clear to the public that they support you. Perhaps there are well-known representatives of the target group in your constituency who can publicly announce that they are supporting you.

There is no doubt a large number of target groups in your constituency. And you will not be able to win all their votes, but it is worth thinking about whether certain target groups can also influence other target groups. Think about to what extent certain groups – solely by virtue of their profession – enjoy a high level of respect and/or influence. This is definitely not only the case with teachers and doctors, but also sellers at markets. They speak with a lot of people every day. There are target groups which are very grateful when one addresses them personally. It is worth thinking about which special information material or advertising resources you have and how to use them effectively. Talk to people who have been active in the target groups in past election campaigns to find out what experience they have had. What functioned well and what did not? Speak with persons of trust from the target group, as they will no doubt be able to give you many tips. Think about whether there are certain materials or give-aways which fit particularly well with the

everyday working lives of this target group and which would therefore be gladly received (e.g. pens).

Can I Organise Target-group Events?

Sometimes one is invited by organisations of a target group (youth organizations, women's organisations, fishermen, etc.), but this generally occurs less frequently than desired. Just organise such an event yourself! One often finds that the target group reacts very positively because no candidate has taken the initiative before.

The selection of the key target groups is one of the most important decisions you have to make in this campaign. Your crucial two or three target groups must among other things fit together and reinforce each other. You must make sure that you do not promise everyone everything and thus, appear to be arbitrary and lacking integrity in terms of your political profile. The main interests of your most important target groups should complement and reinforce each other.

In order to clearly identify the concerns and areas of interest of the various target groups, do not hesitate to spend time with them in their daily environments and working areas, to discuss with them and encourage them to share their thoughts. You may request to attend their meetings, or invite them to a discussion with you. But you need to clearly indicate the purpose of your visit and respect the timing suggested, as this shows greater respect for their activities. Prepare your questions up-front, and make sure someone from your team takes down all what is said. It will certainly be useful later, in defining your message for these groups.

Who are my Competitors?

Candidates from the same party

It may be the case that you have to go through an internal pre-election procedure to win the nomination of your party. There are internal party rules which have to be respected in these nomination procedures.

In a nomination procedure it is important to always keep two things in mind at the same time:

- You want to win the majority in the party for the nomination while at the same time during this internal party procedure you have to keep in mind that this internal contest will also be followed by your future voters and they will gain an initial impression of you. In addition, this party nomination procedure should be conducted in such a manner that the winner and loser can carry out the electoral campaign together afterwards.
- That is why you should also talk about your own experiences and argue about concrete things! Show why your party has a better chance of succeeding in the constituency if you are its candidate. It is not a good idea to put down competitors in order to win the nomination. It is better to show people that you interact with your opponent in a confident but fair manner. This conveys security, integrity and trust.

Candidates of other Parties – Political Opponents

You should devote most of your time and energy to explaining your own platform and your own message, but you must of course also address the platform of your opponents.

It is common approach to have a member of your campaign team who monitors the political opponent and finds out whether there is any new information.

Voters want to be able to recognise the differences between the parties and candidates. They want to know what their stance is towards their issues and interests. It is also a democratic obligation for candidates to support this opinion-formation process among voters and make their own contribution to this process.

This side of the campaign will again and again lead to situations in which overstatements are made; things are exaggerated and formulated in pointed terms. Our recommendation, however, is to stick to objective political arguments in the contest with political opponents. You have a different opinion, you may dispute and debate issues, you fiercely contest one another to win the support of the voters. But you do this by democratic means and there should be fair competition between democrats. Respect for the opinion of the other side should never be lost. That is why it is important to keep discussions objective and not get personal. Voters observe very closely how candidates interact with one another and usually turn away from it all when candidates start mud-slinging.

Checklist

Analysis of the constituency

- a. Look closely at your constituency at the beginning, try to learn as much as possible about it.
- b. Talk with important people who know your constituency well and for long time.
- c. Ask whether you can obtain data on your constituency (size, population, unemployment rate, number of schools, etc.).

Your competition

- a. Look very closely at the opposing candidates.
- b. Write down together with your team what you know about the candidates and the other parties.
- c. Appoint a member from your team to monitor the opposing candidates during the campaign.
 - i. What are the promises being made by the opposing candidates in the campaign?
 - ii. How is the opposing candidate organising his campaign?
 - iii. When does he have important dates?

Module II :

The Message

You want people to vote for you. You want them to place their trust and confidence in you. They give you part of their power and energy for a period of time so that you can be at decision-making level and do something relevant for them.

They send you off on a mission. They trust you. They hope and expect that you will not forget them, that you will get things moving for them and then return to them, report honestly and not leave them alone. They, the citizens living in your constituency, are the most important for you. Never forget them and they will support you, lift you up and help you along when the going gets tough!

That is the way things should be. That is what you want to achieve and you can achieve it, but it is a long path with much hard work. Where do I stand now? Where do I want to go? Write down your goals!

Voters are curious. They will want to know a lot about you, about your family, how you grew up, about your education, what you like to eat and what hobbies you have. Above all, however, they will also want to know why you want to be a politician. What can you do for them and what do you want to change and improve?

And this brings us to your very personal platform and your personal message:

Think about

- What motivates you to engage in politics;
- What stages and encounters in your life have shaped you;
- How you want to speak about yourself, your career and your family and
- Where you want to draw the borderline to your private life.

Think about all this and write it down! You will be asked about these things again and again and it is a good idea to use your answers so that your future voters can better understand you and so you can gain their support.

Your party has a platform which you know and which you can discuss in detail.

But this platform applies to the entire country. You should prepare a small platform for your constituency! This platform is your mission, your credo. It describes your plans for the constituency and is your calling card for the voters. This will make the differences between you and your political opponents visible.

Your platform should be specific and concrete. The more concrete you are, the better voters can assess which candidates only speak in general terms and which ones have fresh specific new ideas for their constituency. Of course you will be confronted with many demands and you will

THE MESSAGE

not be able to satisfy all of them, but rather only a small part. Perhaps you will be in the fortunate position to help someone here or there even before the election – but that will be the exception.

And that leads to the question as to whether it is wise to make lots of promises? No, it is not wise.

No matter whom you ask:

- People are sceptical when it comes to politics and politicians.
- They have seen many come and go.
- Many have spoken to them in glowing terms and have promised a lot. Very few of them have also only kept a few of their promises.

With your small personal election platform, you will thus have to decide:

- If you want to do things the way many others do, then promise everything. You may then perhaps win an election. But you will not be able to build a permanent, reliable relationship with your voters in this way. People run into each other again and again in life and the next time they will vote for someone who promises even more and who is “new”. Voters have a good memory – one should never forget that. They will especially remember the things which you promise them in a personal discussion and will resent it if what was promised is not delivered without an explanation of why it could not be achieved.
- If you choose the solid approach and only promise what you can deliver, you will be able to honestly state in your campaign what is possible and what is not. This sincerity

takes courage at the beginning, but you will see: it builds a very stable foundation for your political work (and your possible re-election).

You should develop your personal electoral platform together with your friends, your family and your party, but above all with the voters in your constituency. When it is finished, it should not be an endlessly long list. Instead, it should state five clear-cut, straightforward ideas which you stand for and are entering into politics to fight for.

The Election Campaign Pledge Card

Sum up your most important goals for the constituency succinctly. A tried-and-proven method is to print these goals on a small calling card or an A6 brochure, and hand it out to voters in order to make your personal goals clear to them. If you print out a pledge card on two sides, you can place your photograph, name and address on the opposite side. You will find an example for the pledge card in the Annex. This pledge card should be your constant companion in the electoral campaign. If possible every voter should receive one because you make an important agreement with voters with your personal electoral campaign promise tailored to your constituency. That is why you need to formulate it carefully and think it through very carefully which promises you want to make and whether you will be able to meet these in a five-year period. Many voters – but also the political competition – will keep the cards and remind you of your promises later. It is better, however, to state clearly what you intend to do and later demonstrate what you have achieved than to be general and vague.

THE MESSAGE

Invite voters to take part in the development of your electoral platform and to get involved. This will help you achieve two things:

- You will make it clear from the very beginning that you want to involve the voters in the constituency and not only show your face six months before the elections in order to get their votes. You are interested in hearing their opinion. That is very important to you.
- Secondly, you make yourself known and introduce yourself.

Enthuse People

The entire world was impressed with the energy, vitality and enthusiasm which Barack Obama instilled in his campaign in 2008.

Of course conditions in the USA cannot be compared with any other country in the world. Incredible sums of money are invested in American election campaigns. A lot of research is performed and no flyer, no poster, no television advertisement is used without sufficient research. Television continues to play a very important role and in 2008, the electoral campaign on the Internet also had a major impact on the result.

But all this was not the key to the success of Barack Obama. The key was that he filled people with enthusiasm and was above all able to convince them to become part of the campaign themselves.

Enthusiasm, energy, passion, perseverance – these are all the energy reserves which you can tap into in your constituency. The enthusiasm and the commitment of your comrades in arms is the most important resource in your campaign – in addition to your own energy and your ideas. By the same token, respect and humility play a major role. You must always be aware that you cannot be successful without the enthusiasm and energy of your campaign team and your voters. Always treat your team with respect and act with humility before voters. Humility in this case means that you must not be arrogant or impatient if people do not understand you immediately – you want to represent these people in parliament later or you want to run their local government, so you must understand them and have patience. They are your pride; they are the ones who vote for you so that you can fight for them.

Conveying Messages

You want to win an election in a constituency and this means that you have to win over more voters than your competitors. If you are very hard-working, you can talk to thousands of voters personally in your campaign or they will come to your campaign rallies. What impression do you want to convey and what information do you want them to receive?

They will receive a personal impression of you and listen to you. Above all they will discuss this experience with their friends, their families or colleagues. Every voter you speak to or who takes part in a rally can become an ambassador in your electoral campaign.

THE MESSAGE

Imagine that a voter is now supposed to convey a message for you. If you have told him so much and it was not clear what is particularly important to you, he will not be able to be a good ambassador. So before each electoral campaign think about what your ambassadors should remember. Formulate short, clear messages which are easy to remember.

Another group of key ambassadors is made up of your friends, family and team members. They might find themselves in unexpected situations where people that are aware of their link with you, question them on your motivation and your platform. Therefore, it would be good if they have clear answers that can raise people's interest.

Tell Stories

Well-founded knowledge is important. But you need to know all about the major political topics, the current debates on various fields (social, economy, sports, etc). More important, you should be able to create the link between what is happening in your constituency (news items, current development) and your electoral platform.

You have to be able to explain things. Neither does it hurt to become acquainted with important facts, for example relating to economic and social conditions. But in a discussion – for example with other candidates in your constituency – it is usually not the person who relates the most facts who wins, but rather the one who gains the trust and liking of the audience. Nevertheless it is important to be competent and honest. It is also a good idea to find out about one's audience, to look at them and address them personally.

The crucial factor, however, is to communicate your ideas and experiences in stories. There are two reasons for this:

- 1 First of all, people can remember stories easily.
- 2 Secondly, each and every topic immediately becomes more vivid and above all credible if one can link it to personal experiences.

Here are some examples of how you can embed the topics which are important to you in a “story”. You will always have to find your own method and tune it to your respective audience. The following three points are always decisive:

- Your voters must know what you want and what you consider to be wrong and right.
- Your voters must notice that your conviction is not feigned, and rather that you have developed it based on your personal experiences and encounters.



**Important Criteria for voters
in a constituency:**

Your personality: your attitudes, your experiences, your relationship with your constituents, your knowledge of the constituency

Your ideology: the values and principles that guide you through your choices and actions

Your program: the key issues you intend to address, their relevance to the constituency.

THE MESSAGE

- Your voters must understand why your goals should also be their goals.

Here are a couple of examples of how this can be achieved:

Example 1 - School

This is how not to do it:

“The schools in our constituency are in a deplorable condition. If you elect me, I will make sure that more is invested in our educational system. If I become your deputy, I will energetically support the 15-point plan of my party for “better schools in Cameroon”.”

This is how to do it:

“I see a lot of mothers and fathers here. And I know from my own family how important it is for all of us that our daughters and sons are well educated, able to attend good schools in sturdy buildings with good books and bright teachers. Yesterday I was in [name of town, village etc.] and I visited the school there. It was in a sorry state. The teacher, Mr. Onana, told me that he has been waiting for money to perform the most urgently needed repairs for three years now. I cannot improve everything overnight, but I will make sure that Mr. Onana does not have to wait another three years.”

Example 2 - Health

This is how not to do it:

“The health system is priority number one for me! I will make sure that three new clinics are built in our constituency and in a few years the health care here is as good as in the capital. ”

This is how to do it:

“Which of you have someone in your family who was seriously ill last year? Raise your hands. Almost everyone! And how many of you were helped effectively and immediately by doctors and hospitals? I don’t see as many hands. If someone takes ill in your family – mother, father, brother or sister or your own child – you worry so much. That is when we need effective help quickly. That is when we need hospitals which are easy to reach, doctors who are well trained and have enough medicine. If we want to achieve that here, we have to fight a long hard battle for it. I want to fight that battle with your help.”

Example 3 - Employment

This is how not to do it:

“Vote for me. I will create new jobs for us and will not forget anyone who supports me. The candidate of the other party only provides jobs for his supporters. I will put an end to that.”

This is how to do it:

“My parents used to work all day. From early in the morning until late in the evening. They did not have any weekends, and usually had to work in the field after their jobs to get by. As a child I learnt early on what hard work means. I will not lie to you and simply promise jobs. I do promise, however, that I will do everything I can to make sure that men and women who work hard are protected better, and that young people receive a good education and training.”

Target Groups

Once you have developed your platform, and your main message, it is important to adapt it to the various target groups. Take each of the 5 main topics you intend to address, and ask yourself:

- What does this mean for the market women?
- What does this mean for farmers?
- What does this mean for people with disabilities?



Illustration I

A market woman showing her support for a candidate

Then, as the specific message needs to get across these target groups, you need to think about a realistic means to communicate with them. Tools and methods may vary from one target group to the other. It is therefore very important to know the habits of these groups, the places where they gather, how and when you can talk to them.



TYPES OF VOTER TARGETING

There are various ways to target voters. The most common ones are :

- **Geographic targeting**
 - where the candidates live or work
 - past voting behavior in various parts of the district
 - turnout in part of the district

- **Demographic targeting**
 - look at candidates demographic characteristics (age, gender, profession)
 - compare with voters in the district
 - can also be issue-based
 - are several candidates vying for the same groups?

- **Ideological targeting**
 - Look at the major trends in political thoughts
 - Compare with voting habits in the district

Youth Campaign

The overwhelmingly largest group of voters is under 30. For this reason alone, it is logical to assign major priority to the youth campaign. It is good to have people from different generations on your campaign team in order to integrate as much experience as possible in your strategy. In spite of this, it has repeatedly proven to be the case that an independent, concentrated youth campaign can be very successful.

You should reserve enough time to address young voters; above all, you should form a working team for the youth campaign as early as possible. You will recognise immediately that many young people with an incredible energy, passion and creativity will want to help you in your campaign. Their commitment is indispensable.

When you have formed such a team you should start off by carrying out a planning and strategy workshop with them. You should address the following questions there:

- What is the situation of young people in my constituency?
- What are the topics and projects which are particularly important to young people?
- What is your message for the young people?
- Are there certain organisations, associations, projects and persons who are important to young people in your constituency and whose support you should therefore attempt to gain?
- At what places and times can young people in your constituency be addressed about politics?

- Have there been particularly successful types of electoral campaigns for the target group of young people in the past?
- Are there especially popular musicians in your constituency who can act as ambassadors for you with young people?
- What are some especially creative or appealing campaign ideas for the campaign focusing on young people?

When you discuss this together, many practical ideas will come up which can be organised in the campaign targeting young people.

In the second step, you have to devise a realistic time schedule and plan the different measures together. Your “youth campaign” team should also receive a realistic budget. Appoint a contact person on this team who is in charge of supervising all activities and performing the coordination.

Additional Target Groups

Of course there are additional target groups in your campaign, such as women, doctors and nurses, taxi drivers, teachers, market women, government employees and many more. For practical reasons alone, it makes sense, however, to develop a campaign message which appeals to as many voters at the same time as possible and then concentrate on two or a maximum of three additional special target groups. This does not mean that persons in whom you place your trust cannot work intensively for you separately in certain parts of a group in addition.

Checklist

Your message

- a. Together with your team write a one-page summary of yourself. Who are you? What have you done in your career so far? Why do you want to become a politician? At this point you should already be thinking about what you want to tell people about your private life.
- b. Together with your team write down the goals of your party.
- c. Together with your team write down your goals for your constituency.
- d. Think together about which of the goals are the five (5) most important ones.
- e. Put together your own electoral platform for your constituency based on these five (5) goals.
- f. When you have decided on a layout, produce the pledge card together with your team.

Your target groups

- a. Together with your team think about which target groups are especially important to you in your campaign.
- b. Think about whether it makes sense to address one of the target groups with material specially made for it (this is always important with young people, for example).
- c. Think about which of your goals fit to which target group.

Module III :

People to Work With

You want people to vote for you. You want them to give you the powers so that you can fight for them. And you need to convince voters during the campaign. But you cannot do this all by yourself.

This brings us to one of the most important points in the organisation of your campaign: your team. Nobody can carry out a campaign without a team. Barack Obama – to take one successful example from the recent past – himself says that he never would have become President of the United States if he had not had such a great team behind him in the campaign. It is very important for you never to underestimate this and that you constantly are aware of it. A good team is the first essential item upon which electoral victories are built.

Who is my Team?

You cannot organise a campaign without a good campaign team. You need people who support you in your work and help you reach as many voters as possible. Your team is your crew: it makes sure that you always have sufficient material. It makes sure that you arrive at the next rally or appoint-

ment on time. It makes sure that things you promise are then delivered afterwards. It makes sure that you are always accompanied and supported. Without your team a campaign will not function properly.

Lots of experiences show that one needs a core team in which all questions relating to the organisation and topics are discussed openly and in which you have complete trust and confidence. You will not always make the right decision and every candidate makes mistakes. The difference between the winner and the loser is that they learn from their mistakes and they have people surrounding them who can draw their attention to this. So make sure that you set up a team in which you can also be criticised, and you should deal with criticism in a constructive way. Learning from mistakes and admitting these to oneself means growing as an individual.

Key people you need on your team include:

- One person who has the complete overview of your appointments, dates and who can agree to or cancel these appointments. Nobody else should do this and especially not you yourself because you can otherwise cause considerable chaos quickly!
- A person who takes care of the many organisational things which come up in a campaign in a reliable manner and with tremendous endurance.
- A person who can support you in writing texts for your own material and/or press releases.
- A person who can support in gathering information, making researches, following up on current debates and events in the constituency, in order to keep you updated and prepare your rallies or meetings with target

groups.

- A person who can support you in coordinating the mobilization of voters in the constituency.
- A person who can support you to prepare and manage the budget for the campaign.

It is important to remember that you cannot recruit your team members as in a private firm. Most people you will work with are people that spontaneously came to you because they are interested in your platform and they are willing to support. Try to identify what they have to offer with regard to their competencies, their jobs, their areas of interest, and give them responsibilities in the team accordingly.

- If Paul is working as an accountant, you may want him to support for the budget.
- If Jane has studied in a communication school, you can suggest that she helps you in preparing communication materials and press releases.
- If Ibrahima likes being with people, talking to them and has a lot of energy, you may want him to support in mobilizing voters on the field.

When you have put your team together, always remember: your team can only work well if you inform it regularly. The best method is to have times, for example once a week, in which everybody gets together. At this meeting you can then inform them how your week was and what appointments are coming up the following week. You can discuss together what appointments are very important for you and you can delegate various tasks. This takes time, but when everybody is always informed about everything it will save you time in the end as well. These meetings should be an opportunity to

discuss things together and to exchange new ideas. Perhaps a member of your team who is not in charge of taking care of press work has a great idea for an interview. When everybody feels involved, the work is also much more fun.



Illustration II
Campaign Team strategising

You must trust your team as individuals and you must also be convinced that they can perform the tasks assigned to them. If you find that individual members or parts of your team make mistakes, you must talk to them and intervene to correct things. You should always be aware that there is no overtime in a campaign.

Organise Advocates and Supporters

In this case, this means special supporters. These should be people who are well-known and respected in your constituency. This could include, for example:

- Teachers,
- Doctors,
- Traders,
- Small business people at the local level or
- Artists.

Try to gain as many of these supporters as possible and keep a small list with their names during the campaign. Inform your supporters about your goals so that they can also “speak for you”.

If you carry out an online campaign, you can involve your supporters in it. They can appear on your homepage / on your Facebook site / your blog with their names and possibly a photograph and write a couple of lines like:

“I support (your name) because: ...” The reasons should be short and concise.

If you have especially well-known supporters, you can also run a small newspaper advertisement. You can as well, use a photograph of your supporter and explain why he is supporting you.

If you are not doing any online campaign, you can ask your supporters to come to rallies or to help out in your street campaign every now and then.

The Chiefs and traditional rulers

You know that the local chiefs in your constituency play an important role in everyday life. We urge you to approach them at the beginning of the campaign and inform them about your activities. Explain to them what you are planning – when and where. Even if they do not support you publicly, it is important to involve and inform them.

Important note : *you always need to ask your supporters for permission to publish their names – it may be the case that the teacher in a village supports you, but is not allowed to, or does not want to, say so publicly. To avoid problems here you should always ask for permission first.*

Checklist

Your team

- a. Write down what tasks your team must perform.
- b. Write down who you would like to have on your team and what they have to be able to do.
- c. Think about whether there is a place where you can meet.
- d. Obtain T-shirts for your team so that people will always recognise them.

Your supporters

- a. Together with your team make a list of your possible supporters.
- b. Make a list of supporters and think about which supporters can do what for you.
- c. Appoint someone in your team to be responsible for assisting supporters during the campaign.

Module IV :

Running your Campaign

What resources can be used to address and reach voters? This question is one of the most important.

- You should think carefully of how to use your limited budget and that should inform your campaign strategy.
- You should look at how diverse and large your constituency is and that determines whether it is possible to be present as a candidate everywhere.

Cameroon has 271 registered political parties, among which less than 10 are represented in local governments, and only 5 sit at the National Assembly. 80% of the field is occupied by a dominant party, which has impressive means to run campaigns. In this environment, if you want to succeed and gain the trust of voters, you need to be innovative and efficient while running your campaign.

In general, it is of course important to make as many contacts with voters as possible in election campaigns. The last contact is on the Election Day, when citizens go to the polls and read your name on a ballot or recognise the symbol of your party. As many positive contacts as possible must be organised in the weeks leading up to this day.

Campaign methods

You and your campaign team must think about how to create as many repeated contacts to voters as possible with the available resources. You have your message. You have your plan. Now you have to apply resources in a clever way and make sure that people notice you!

Be noticed !

- *When voters see a flyer or a newspaper, when they see a poster or look at an Internet site which has been made by your campaign team, they must be able to recognise at a first glance that it is from you.*
- *Always use the same layouts! Decide what the corporate identity of your campaign should look like in the campaign team*
- *Use catchy slogans so that voters will immediately understand and recognise your message and arguments during a discussion in which you or your supporters take part. This can be successful if you have thought intensively about and decided on the slogan for your campaign.*

Street Campaign

In addition to traditional campaign methods, some of which demand considerable resources and time (such as visiting homes or door-to-door), you can also make yourself known with a so-called “street campaign” and present your goals in it. There are many types of possible activities here, and they do not have to cost much money (See illustration III). In the course of the campaign and together with your team,

ideas and activities will no doubt occur to you which will work well in your constituency.

Your campaign team is extremely important in the street campaign because you would scarcely be perceived as alone. A group of persons attracts more attention. It is a good idea to buy team T-shirts for your campaign team at the beginning of the campaign. They do not have to cost a lot.

They should all be the same colour – best is a striking colour. You can print your picture on the back and on the front your name and your claim or, for example, “vote for ...”.



Illustration III

Candidate addressing voters in a public place

In the street campaign it is important to find locations and times that you can reach as many people as possible. Offer to speak to people, but accept it when they do not want to speak with you as well and move on in a friendly way. Nothing is worse than when voters feel pressured. Imagine you are at a marketplace with your children, you do not have much time, you are carrying your groceries and people all of a sudden try to drag you into a political discussion.

The Classic Distribution Campaign

Get your team together, if possible wearing the same T-shirts, and go into town or to the marketplace where there are a lot of people. If your budget allows, you can for example offer water free of charge (together with your pledge card). Together you should hand out your pledge card and if your team meets someone who is interested in getting to know you and discuss issues with you, they can bring him to you. You should communicate your viewpoints and goals to this citizen in a brief meeting and tell him that you would be pleased if he would support you.

Street Tango

With street tango you find a busy intersection with a traffic light. Equipped with a banner or posters, your team walks across the intersection with your banner as soon as the light for vehicles turns red. This is supposed to be fun, which is why this form of campaign is more of something for young people from your team. This method can mainly be used in big Cameroonian towns that have traffic lights.

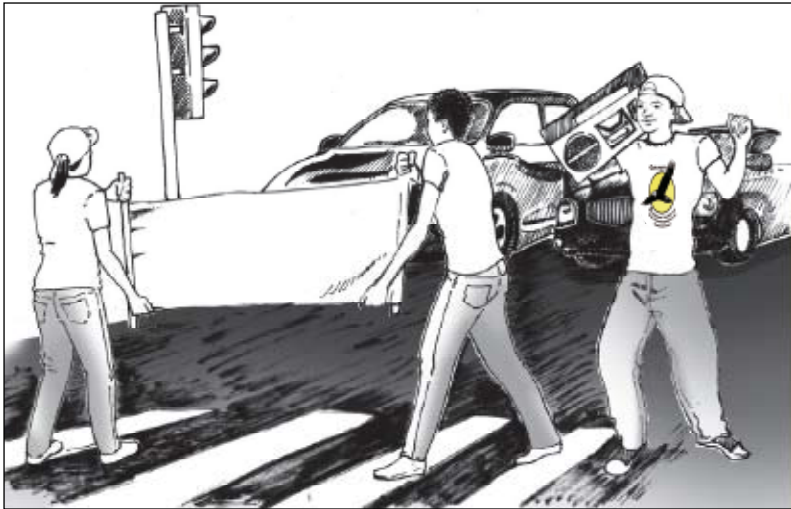


Illustration IV
Street tango with dancer wearing a party's T-shirt

You should have music or perhaps even a singer with you and sing or play music and spread good cheer with the banner when you cross the intersection. You do not necessarily have to be there yourself for this form of campaign – the banner with your name, your photograph, your message/slogan and your request for people to vote for you can also be presented by your team itself. (See illustration IV)

Media Work (Radio, Print, TV)

In politics you can explain your goals to people in a direct conversation with them. You can only reach a limited number of people by visiting them in their homes, with letters or telephone campaigns, however, which is why you also have to use the media for communication. This includes electronic

media, television, daily and weekly newspapers and above all radio. You need to identify opportunities to use these media ahead of time, and prepare accordingly.

During the two-week official campaigning period leading up to each election, different arrangements are made for direct party access programmes. A total of 120 minutes on radio and 60 minutes on television are allocated for direct access programmes. However, “L’Expression Directe” and a number of other debate programmes are suspended during this period, in order not to present a bias in favour of those parties already in the National Assembly.

Two factors are taken into consideration in the allocation of a party’s airtime during the campaigning period: the number of candidates running for each party, and the number of constituencies in which the party is contesting. Parties are also given airtime on regional radio stations in a manner consistent with their presence in particular regions. The Ministry of Communications makes the calculations and then submits to the National Communication Board for review and comments.

Being aware of this, you need to thoroughly manage the time you are given in the medias.



Using the party’s media channels

Some political parties in Cameroon have their own medias (newspapers, websites, ...). If this is the case for your party, check how it would be possible to use these channels to present your platform, and keep people informed on how your campaign is going.

In case you are invited to a TV or radio program during your campaign, it is very important to

- Call the journalist to obtain the theme, and flow of the program (what is the sequence at which the different topics will be discussed, for how many minutes...)
- Clarify who else will take part to the program (opponents, other journalists, observers, civil society organizations, voters, etc)
- Analyse what could be the position of the other guests, or what type of unexpected questions could be asked
- Prepare, with the support of your team, your contributions to the program, based on clear and exact facts and figures. Whatever be the theme, make sure your contributions are always consistent with the main messages of your platform

Telephone Campaign

Another resource in the campaign is of course the telephone. More and more voters have one or more cell phone(s). You can either call them directly or send them a text message.

Keep two things in mind:

- Money. Sometimes it is possible to buy contingents of telephone minutes or text messages from mobile telecommunications providers at lower prices.
- The telephone numbers: collect as many telephone numbers as possible and other address data from voters at every opportunity. At every rally, at every street campaign and on all the material you use, there should be a place where people can provide this information (together with

their consent for you to use this in the campaign).

If you are not able to surmount these two obstacles (money and telephone numbers), you can set up your own small working unit to perform the telephone campaign. The decisive factor in a telephone campaign is to have as many brief, friendly contacts with voters as possible. The task is not to invest expensive telephone time in endless discussions with voters. If you notice that a conversation might take longer than expected, you need to end the call on a friendly note and call the next voter.

You can also use SMS to reach a large number of voters at a low cost. Your message should be short and straight to the point. More important, they should be able to identify who is addressing to them, and after reading your message, they should be able to remember the key words of your platform.

Example of a SMS

“Youths employment, for better living conditions, for improved security, for economic empowerment ,for sustainable development. On June 22nd, make the choice for a bright future for our town, choose the Our Party !!!”

Ngu Stephen, Candidate Our Party Garoua II

Online Campaign

The American presidential campaign in 2008 showed the entire world how important the Internet has now become for campaigns. Barack Obama was successful in using the Internet to unleash a movement for change in America. Many people supported him personally and financially via the Internet, thus making possible his election to become President of the USA.

Conditions in your constituency cannot be compared to those of the United States. In spite of this, there are no doubt voters in your constituency who have Internet access, use an e-mail address or are also involved in a social network (for example Facebook).

Here are just a few things which you can do in an online campaign without spending too much.

- Build a good, clearly structured and appealing candidate website. This is your calling card on the Internet. You introduce yourself, clearly state your aims and what you are all about; you inform people how to get in touch with you; you state the dates for the next campaign rallies, meetings and reports in short texts with pretty pictures from past rallies. There should be a separate area on it where people can enter their addresses and tick off a box indicating how they would like to support you. For example, they can help you distribute flyers, or help you in the street campaign, or hand out your pledge card in their neighbourhood.
- Create an e-mail mailing list and collect e-mail addresses to which you regularly send a newsletter. In this (weekly)

newsletter, you can report on new developments in the campaign and repeatedly draw attention to the possibility to support your campaign in practical terms (not only financial ones).

- Set up a fan page on Facebook and collect supporters there. Provide current information on your campaign work and react to comments and suggestions every day there. Invite your Facebook friends to special discussions.
- Twitter: this is a special, very quick format. It only makes sense to use this when this short news service is already being used by a large group in your constituency and you can also use it regularly.

Otherwise in online, campaigns the rule is: you do not have to do everything, but what you do must be good.

Campaigning in Urban and Rural Areas

Of course it makes a big difference whether you are carrying out your campaign in a rural or urban area.

Carrying out an election campaign in cities appears simple at first glance because there are many places where one finds many people (football fields, marketplaces, shopping precincts, etc.). But people in these places are often preoccupied with other things; they do not have any time and are not interested in listening to a political speech. With all the distractions in cities, it may very well be the case that an intensive electoral campaign goes virtually unnoticed.

In urban areas, for example, an online campaign is an absolute must – in rural areas you must consider whether your voters have access to the Internet.

In an urban area there are many places where there are a lot of people and a lot is going on. It is easier to perform a street campaign there. In rural areas it is important to visit people at home and find out when and where there are markets.

Notes for the Campaign in Rural Constituencies

If you are standing for election in a rural constituency, certain areas of the campaign of course involve major expenses in terms of time and money. It is important to keep the differences with a campaign in a city in mind. Here are 10 things to keep in mind in a campaign in a rural constituency:

- You must be much more careful with how you use your time and plan your campaign much more carefully. You will spend a lot of time moving from one point to the other.
- You will not be able to plan exactly at which time of day you will arrive at your destination, as travel may take a long time depending upon the condition of roads and traffic. You must take this into account in your planning – and announcements! It is not good to make voters wait for hours to see you or if many have already left when you finally arrive much later than planned.
- You will need more money in your campaign budget for transportation and petrol.
- You should always make sure those supporters who travel

with you know the region and roads so that you do not needlessly lose time by taking the wrong routes. Perhaps your supporters can also speak the local language and help you in translating.

- You should check to make sure that you have enough financial resources for a campaign bus. You can then equip this bus with sufficient material and also use it as advertising platform. The campaign bus can be your travelling office.
- It is helpful to have the bus equipped with loudspeakers or megaphones. This will allow you to stop on route and deliver brief campaign speeches.
- In rural constituencies it is all the more important to have well-known and recognised supporters. They can speak on your behalf, solicit support and exercise considerable influence in smaller village communities.
- Think carefully whether there are certain times and places in your constituency where many people always gather together (markets, festivals, bus stops and stations) and use these locations regularly over a long period of time in order to make yourself known.
- Think about what the differences are compared to a city and how you can take advantage of these! One example: many voters in your constituency spend many hours every day going to and from their work. That is why they are more interested in the issue of roads and traffic in rural than urban areas. Maybe you have an idea on this topic and can turn it into a campaign message.
- Find out in detail what people in your constituency do for a living and what you can do as their future representative make their life easier.

The role of the Media

As a candidate, you always depend on people who control access to media, i.e. radio reporters and editors or journalists. Editors and reporters decide whether and how they report on politics or a certain candidate. These are also the people who invite candidates to take part in a round of discussions on television or radio. Good media work thus makes sure that you are able to present your positions frequently and in enough detail in the press.

So you have to take media work very seriously.

- It should be clear who is in charge of media work on your team if you cannot always attend to this yourself
- Observe and monitor the media and think about how you can approach individual editors and reporters and how important they are in your constituency.
- Working with the press means seeking contact – don't wait for the press to come to you. You have to approach newspapers or local radio stations yourself.
- If there is a mistake in a report, your reaction should always be appropriate. You should never threaten a journalist. Mistakes can always happen. Try to talk to journalists about how the mistake could have happened and deliberate together how to correct a mistake in a report without you or the journalist losing face.
- You and your team have to respect freedom of the press. You will frequently experience that a journalist who interviews you is of a different opinion than you. In these cases it is always very important to remain friendly! Sometimes it helps to say something like:

“I am pleased that Mr. / Ms. ... is so involved in politics. I understand her arguments very well, but I have a different opinion on this issue ...” Convince journalists with solid arguments in discussions!

- You should only invite journalists to meetings when you really have something to say.

You will find practical tips on how to draft a press release in the Annex.

Campaign and Budget

A campaign does not always have to be expensive – it does not cost anything to enthuse people.

We know that it is difficult to carry out a campaign in Cameroon without a large budget of your own. Traditionally gifts and giveaways are expected and not everybody can finance things like this. In addition to low budget campaigns, which we have presented here, it is very important to be sincere and credible with voters. Initial contact with them can look like this, for example:

“Hello. My name is ... I am contesting on the ticket of [...] Our Party as candidate for [...] local elections. I would like to tell you what my aims and objectives are and what I would like to change if I am elected. Unfortunately I cannot give you any presents. I myself do not have a large budget and I can't hand out gifts like others do. Also, I would not like our relationship to be based on a gift that will not last a month. But I would like to work so that we are all better

off ... I think that is important that in politics everyone has a chance and not only those who can carry out a campaign with lots of money.”

You do not need to be embarrassed about this. The task is not to buy voters, but rather to convince them. Tell them your story and tell them why you are passionate about engaging in politics and what you would like to change if you are elected.

A T-shirt as a gift might be worn for one year. A politician in the capital who fights for the interests of his voters is infinitely more valuable to them.

Estimate how much you will spend for what you need to accomplish. You should include overhead (office, space, etc.) and costs of voter contact. Be realistic. You can put together several budgets, based on how much you are able to raise. The budget is a highly effective way to track how you are doing in the campaign on a daily, weekly and monthly basis. The types of things to put in a budget are :

- ***overhead (preferably not more than 25 % of the budget)***
 - Office rental
 - Staff
 - Telephones
 - Computers and other office equipment
 - Supplies
 - Research costs.
- ***voter contact activities***
 - Printed materials

- Advertising
- Event costs
- Transportation costs
- Food, water for volunteers, etc.

Checklist

Layout

- a. Together with your team think about whether you will have a certain colour for your campaign.
- b. Think with your team about a slogan.
- c. If you still need a logo, think about whether you can make it yourself or whether you need help. If this is too difficult, a claim will suffice.
- d. Appoint someone from your team to be responsible for the layout of your campaign. You may need to check other parties' layouts to make sure that yours is different. The website of the Ministry of Territorial Administration and Decentralization in Cameroon presents the list of political parties with their logos

The media

- a. Together with your team think about what the most important media in your constituency is.
- b. Make a list of the names of the most important journalists.
- c. Think about which journalists you or members of your team already know.
- d. Think about which journalists it would be good to introduce yourself to.

- e. Draft a brief biography of your life and career.
- f. Make a press mailing list for your press releases.
- g. Appoint someone from your team to be responsible for the press and public relations work.

The budget

- a. Make a financial plan. How much money do you have at your disposal?
- b. How great will your expenditure be?
- c. How much in donations do you need?

The planning calendar

- a. Make a planning calendar together with your team. It ends on Election Day for the campaign, and may continue until the publication of the results (follow up is important after the Election Day).
- b. What important dates are there which you can perceive already at this point?
- c. Try to find out whether there are important dates for your competition.
- d. Enter holidays and key events (important football matches, festivals, market dates, etc.) in the calendar.
- e. Keep the planning calendar up to date during the entire campaign together with your team.

Module V :

On the D-Day

You have prepared this day for months, sometimes for years. Here we are, it is the D-day. You will see the materialization of your efforts. You may think this is the end of the road, but there is still a lot to be done.

Protecting your votes

Many politicians have challenged the electoral framework in Cameroon. One of the criticisms is that it does not secure the votes expressed by the population. You worked very hard to convince people about your platform. You need to get the real picture about how far you could convince people. In order to have eyes and ears in voting bureaus, you need to rely on your “polling agents”

The polling agents are part of the electoral commission of your constituency on behalf of your party. Their role is to take part to all the activities of the bureau on the Election Day, and to ensure that voting goes on within the respect of the rules. They generally work on a voluntary basis, but you may need to take in charge their feeding and transport on the D-day.

If you want your polling agents to be efficient on the Election

Day, you need to train them on:

- The legal framework of the elections in Cameroon
- The key actors and their roles
- The electoral process on the day of elections (key steps, actors and responsibilities)
- Difficulties they might face and how to address these.

In case you cannot do such trainings yourself, find out with Civil Society Organizations working in your constituency. They sometimes organize trainings for scrutateurs during electoral periods as part of their projects.

It is very important that scrutateurs bring back the report of the electoral commission, so that you can track and keep information on your performances in the constituency. This can also be part of a global system within your party.

How to communicate in case of irregularities

In case your scrutateurs notice unusual or illegal practices during the vote, it is important to collect proofs properly. These will support you in case you want to denounce or inform on these irregularities. The law demands that proofs should be collected under the control of a bailiff. However, it is very difficult to find one bailiff ready to work on that day. Therefore, it might be good to identify one before the elections.

ON THE D-DAY

In case there are irregularities you would like to inform on, your communication during the election should be prepared and relevant. As, during the campaign, only invite journalists if you have a specific and clear message to transmit. Finally, as this is a sensitive period, your team and you should remain respectful and calm, and avoid passion.

Learning lessons from campaign and elections

At the end of the elections, you need to invite your team for an assessment exercise.

It is helpful that you identify:

- What worked well?
- What did not work well?
- What can we do to work better and have better results in 5 years?

It is also the opportunity to thank each one of them for their support.

Elected! What now?

One thing is still very dear to us. We have already mentioned it several times: when the campaign is over, the next one begins. In football they say “after the match is before the match”. Don’t forget this. Remember the promises which you have made – write them down and take them with you to the capital. You will not be able to achieve all of them. If something is not possible, then this has to be explained to people.

The next election is in five years. Then at the latest they will ask you what has become of your promises. If you cannot explain your successes and why you were not able to achieve certain things, then your voters may become upset. It is better to directly approach voters and say to them: “I promise this to you, but we are not able to finance this at present/the other side outvoted me ...”, etc.

As a parliamentarian or a mayor, it is also important to visit various areas of your constituency during your term and be open to the desires and needs of the population again and again. Go to market places, visit people in their homes in isolated areas every now and then so that people have the feeling that they have not been forgotten. It is not good to only show up before the next election.

If you have carried out an online campaign, then keep all of your voters up to date. Keep writing the blog about your work, stay on Facebook, etc.!

ON THE D-DAY

The best campaign is the work entrusted in you which you perform over the five years of the legislative and municipal terms!

Annex

Tips and Examples

Pledge Card Example

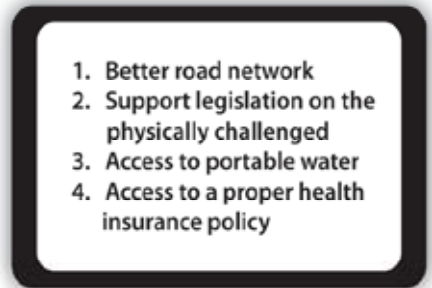
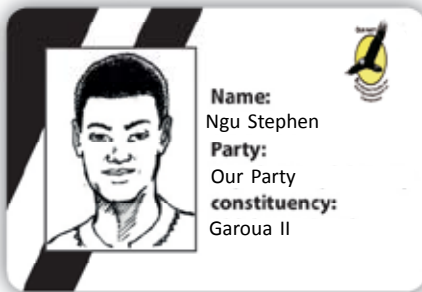


Illustration V

Candidate giving out a pledge card to a voter

Example of a Uniform Layout

There are two variants here: the first one is that your party has its own corporate identity and makes available both the layouts and advertising to its candidates.

With the Social Democratic Party in Germany it is required to always use the colour red – and the logo of the SPD (a square with a white “SPD” in letters). If your party does not do that, you have to make a logo yourself. It should be simple and still be easy to recognise for people. Then you have to talk to your team and explain to them that the layout has to be placed on all advertising in your campaign. To make your own layout you need a computer and a word-processing programme.

In the first step, think about:

- What colour you want to use (NOTE: find out ahead of time what colours the opposing candidate is using so that there is no danger of confusion here)
- Think about your slogan very carefully. The slogan which you think about using at the beginning of your campaign will accompany you throughout your entire campaign. So it is definitely worth taking an afternoon together with your team to think about this together. “Yes, we can” is the famous claim from the Obama campaign. A claim is supposed to use one or more words to state what you stand for. Other examples include: innovation and justice, more justice, free education, etc.
- Think about whether there is a symbol which goes with your slogan – a logo. This does not necessarily have to be the case. If nothing occurs to you or it is too com-

ANNEX

plicated, you can simply create your slogan in a certain script or colour – that is also enough.

For the German Social Democrats, the logo is a red square with SPD in it. The Republicans in America have an elephant in their logo. When you have come up with a logo, try to find out whether it is already being used by other parties. You cannot you simply use the apple from the company Apple – if anyone finds out about this, it could cost you a lot of money.

One example of a personal logo could be greeting hands, a triangle representing Cameroon or an animal that represents your value and is commonly and positively used in Cameroonian culture. Look for something for which you want to stand in politics, for example, honesty.

Let's assume that you have decided to use black, grey and white as your colours and your slogan is 'Employed Youth for the Development of Cameroon' and your logo is a landing eagle. Your layout could then look like this:



This is your banner. This banner should among other things be on every press release, every flyer, below your e-mail address, on every poster, etc..

Example of a planning calendar

Date	Activity	Coordinator and Volunteers	Expenses
Election Day			
One Week Before Election Day			
Two Weeks Before Election Day			
Three Weeks Before Election Day			
Five Weeks Before Election Day			

ANNEX

Date	Activity	Coordinator and Volunteers	Expenses
Election Day			
Eight Weeks Before Election Day			
Three Months Before Election Day			
Five Months Before Election Day			
Six Months Before Election Day			

Practical Tips on Writing a Press Release

Journalists usually do not have much time. They decide in the first three seconds whether your press release is worth reading or whether to throw it into the dustbin without reading it.

1. The first second of attention: Who is the sender?
2. The second second of attention: Is the headline current or the topic important for readers?
3. The third second of attention: Is the most important message at the beginning?

Here are a couple of practical tips:

1. Make sure you have a nice signature

As a result of the large amount of information for the press which an editor has to read every day, the decision whether to print your press release or not often only takes a few seconds.

2. Write for journalists, not for later readers

Your press release should first of all arouse the interest of journalists and not make their work unnecessary. After all, journalists themselves know how they need to write for their readers – probably better than you.

3. Clear language

Here as well, the task is to use clear language with short, easy-to-understand sentences.

4. State the most important things first

In articles which are too long, the parts which come later are of course chopped off. You make it easier for editors to work when you place the most important information at the beginning of your press release. Moreover, nobody wants to struggle their way through a long text in order to find out at the end that the release does not provide any important news. Make it clear in the first paragraph who did what, when, where, how and why. The details are then provided later in the text.

5. "Tell one story only"

Think about what the "story" behind your release should be. Your press release needs to have a common theme which stimulates readers to continue reading without overtaxing them. At most, you should only briefly touch on secondary aspects.

Some laws and regulations on political communication in Cameroon

- Law 90 – 052 of 19 December 1990 relating to freedom of social communication
- Law No. 96/04 of 04 January 1996 amending the Law relating to Freedom of Social Communication
- Decree n° 92 / 030 of 13 February 1992 relating to modalities for political parties to access public medias
- Ministerial decree n° 009/MINCOM/CAB of 22 November 2001 fixing technical conditions for producing, programming and broadcasting of the program “Espaces Politiques” in audiovisual public medias
- Ministerial decree n° 012/MINCOM/CAD of 07 June 2002 fixing conditions for producing, programming and broadcasting programs related to the electoral campaign.

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