

**Priority Memo**

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**POLC21H3 F LEC01 2025: Voting and Elections**

**Prof. Renan Levine**

**May 21, 2025**

**To:** Pierre Poilievre

**From:** Taiba Ahmed, Campaign Strategy Consultant

**Date:** 20, May 2025

**RE:** Strengthening Your Candidacy in Battle River–Crowfoot for the Upcoming By-Election

## Executive Summary

Battle River Crowfoot is known as Canada's safest conservative riding which can further be supported by Hon MP Damien Kurek who retired his seat after winning 82% of the riding's votes. Though this number is quite reassuring there is still a need to solidify local support through emotionally resonating messaging and tailored presence. While nationally you are often associated with "a common man" rhetoric. This memo recommends focusing on local identity, further orienting yourself to your ridings lifestyle as a family first candidate who values small town life, agriculture and the oil and ore industry. Overall, this memo will recommend attendance at various events with photo ops to further promote your dedication to the respective communities.

## Candidate Profiles

Though your predecessor has consistently won this ridings seat for the past few federal elections, there is one significant weakness in your candidacy which is, you are not from that area. Despite your solid national reputation, voters in rural Alberta place a high value on local identity, a common history, and a presence in the communities.

Douglas Gook (Green) may use environmental messaging to garner votes, while opponents like Brent Sutton (Liberal) and Jonathan Bridges (PPC) are relying on emotional storytelling and "local guy" appeal. Even though these risks are small, they have the potential to reduce base turnout if ignored.

Further details include:

- **Brent Sutton (Liberal):** Leans towards emotional storytelling and interviews; low social media presence except for his wife who has 242 followers on a public account on Instagram. You already have leverage as your online presence will dominate the narrative if done correctly.
- **Jonathon Bridges (PPC):** Tradesman and local; symbolic of the kind of rural, anti-establishment sentiment that could resonate. Your advantage is experience, further framing yourself as the only candidate who can get things done in Ottawa would be the best way to proceed.

- **Douglas Gook (Green):** Weak base in the riding. Only a potential threat if environmental issues suddenly spike. Preparing a contingency line of messaging about “responsible stewardship of the land” would be a means to mitigate this.

## Messaging recommendations

### 1- Reinforcing the “family-first and the common man” image

People already see you as normal man which makes you relatable but in order to further guarantee your seat you must work on visibility of your family including your children by using them further in your campaign messaging by displaying acts of normality in addition to sharing stories about your wife and kid’s daily life by trying to express traditional family values which is intrinsic to your ridings identity.

### 2- Emphasizing local economic concerns regarding agriculture, Energy, and property taxes

Adjust your national policy positions to suit regional requirements. Pay attention to:

promoting agriculture by investing in rural infrastructure and providing family farms with preferential tax treatment. By portraying yourself as an advocate for energy independence and blue-collar jobs, you can help protect the oil and agriculture industries empowering landowners through the reduction of red tape and the promotion of property tax relief for rural development. This gives local farmers, tradespeople, and landowners a voice in your larger economic agenda.

## Strategic Communication Tactics

### Localize Your Social Media Presence

While your Instagram and Twitter accounts boast high engagement, the content skews towards national appeal. Introduce Battle River–Crowfoot-specific posts: shoutouts to local events, photos with residents, and short reels from community visits. Use **Facebook** more deliberately as it remains the dominant platform for the 40+ demographic in the riding.

### Suggested Content:

- A “Day in the Riding” post series
- Candid family photos in the community

Appear at High-Visibility, Culturally Rooted Events

Being seen in the community matters. Plan to stop at:

- County fairs and rodeos
- Agricultural expos
- Church BBQs or community picnics

Another step would be to volunteer, engage in local conversations, and get your hands dirty. The goal is **not just being an attendee but immersing your family along with yourself.**

**To further assist you I will provide you with a list of 5 localities that are a must to further solidify your image**

**1- Stettler County No. 6**

With a population of 5666 it is moderate in size but will be a contributor towards conservative votes

**2- Starland county**

With a population of 1821, it is quite obviously a smaller area, but recent news has placed it of interest with the fear of dissolution due to financial concerns. Showing up and volunteering or helping would show your empathetic character and not only your political persona.

**3- Beaver County**

With a population of 5868, it is a large area and a lot more urbanized with a more focus towards modern careers in businesses and healthcare. Given that the healthcare industry is of interest it would be a good idea to visit a local hospital focusing on rural healthcare and specialized careers.

**4- Kneehill County**

With a population of 4992, and an apparent interest in the construction industry a strategic action could be stopping by a construction facility, to get photos with workers or pictures of you assisting in the area.

**5- Camrose County**

With a population of 8504, making it the largest population in the area, which obviously becomes a smaller urban center but something to focus on would be attending a local event.

## Schedule a Local Interview

Your Liberal opponent has done a brief interview with a local newspaper. Counter this with your own sit-down interview focused not on platform points, but on who you are as a person,

husband, and father. Ideally, this could be in a local radio station or print media outlet. Frame your message around understanding Alberta's spirit because you live and fight for its values.

## Conclusion

Although you are likely to win, this campaign is an opportunity to build relationships rather than merely winning votes. Developing an emotional bond with voters now will help your leadership in the long run and guarantee that Battle River-Crowfoot will represent Conservative stability in your direction. Not only are you vying for a seat, but you are also influencing how rural Canadians perceive your leadership. Allow them to view you as one of their own, not just a national celebrity.

## Appendix

Dear Professor Levine

I've been researching for some time now, and initially I had no idea what to argue and how to write a memo as it's a different type of medium from traditional essays which I prefer if I am being honest. Closer to the deadline I focused towards what areas to focus on based on population size hence why have suggested areas of focus. Along with numerical values I turned to local rhetoric and social media opinions but there was no consistency which made me realize this information is heavily biased which should be obvious, but it helped me figure out what I needed to focus on. I looked at local news and I came across newspaper articles regarding the impending collapse of energy and oil companies and how that has affected property taxes, which is a popular concern fitting the consistent demographic of the riding being 41.42 aged Caucasian Individuals, who I would argue would be interested in their property taxes if they owned properties. I also investigated Pierre's past; he grew up in Calgary which I thought would be helpful as revisiting childhood experiences and reexperiencing them with his family would help further solidify the family guy image which would cater to the traditional gender roles the riding seems to dominate. I may be wrong as the only means of information to my conclusion is looking at education rates with an emphasis on gender and seeing what proportion of higher education male was compared to women.

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