

THE FEDERAL ELECTION

## THE STRATEGISTS: What does Stéphane Dion need to do to win this week's debates?

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SCOTT REID: "Canadians know that Mr. Dion is intelligent. If he can use the debates to communicate his honesty, his sincerity and his ambition to help move things forward for Canadian families, then he doesn't need to worry about who 'wins' every argument. He will have achieved what is required of him."

GOLDY HYDER: "You [Mr. Dion] need to connect with the large audience watching at home - most of whom will be watching to decide who is best suited to lead the country and who will look out for their interests. It is more important to win the audience than the debate, though now you have to do both."

PETER DONOLO: "The biggest favour Mr. Dion could do for himself in the debates this week is to stand up to the opponent he sees as a bully and get a few pokes in there himself."

GREG LYLE: "Dion's challenge in these debates is to remind all those people who do not want to see a Stephen Harper government that the Liberal party is still the best vehicle to stop the Tories. To accomplish this goal, he has to do several things at once."

Print Edition - Section Front



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LOUISE BEAUDOIN: "He must surprise with more aggressive, more biting, more straightforward language. He believes wrongly that by sticking with a soft but dignified style he will eventually get voters to grasp that he is the best person to run the country."

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