

A photograph of a woman with short brown hair smiling and hugging a young girl with blonde hair from behind. The girl is also smiling and has her eyes closed. They are set against a solid blue background.

WE WON!

THE MAJORITY MAY 14, 2013



**10 REASONS
CHRISTY CLARK
WON THE B.C.
ELECTION.**

EXTRACTS FROM MACLEAN'S ARTICLE
DATED THURSDAY, MAY 9, 2013 • BY NANCY MACDONALD

Clark's highly effective campaign

The Liberals have managed to frame the conversation on fiscal and economic issues—taxes, government spending and major projects like pipelines, liquefied natural gas and fracking—on which they are strong. That makes the NDP, who promise to increase taxes and government spending, show little to no interest in balancing the budget, and oppose resource mega-projects look like a risky choice. The NDP can't seem to play their advantage, and turn the conversation to health care and education.



Personality

The Clark campaign has been regularly tweeting photos of the premier in hard hats, hands dirty, all smiles. It's cheesy stuff, but it works. Dix, who was recently photographed in a goofy bowler hat in historic Barkerille, has been running a cautious, defensive campaign, limiting scrums to one a day, and restricting media access.

Being forthright

Where does Dix stand on the labour code? On fracking? On liquefied natural gas? On balancing the budget? Who knows? Details, Dix says, will be revealed after the vote, raising suspicion, and providing further ammo for the Liberals.

Clark's obsessive faith in liquefied natural gas (LNG) as the province's salvation may seem tiresome. But at least

voters know where she stands on the issue.

The disastrous Conservative campaign

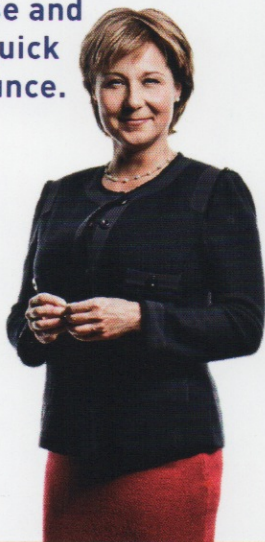
After last week's debate, the tweet, "Cummins went full Gran Torino" was trending on Twitter—a reference to the 71-year-old B.C. Conservative leader John Cummins' cranky incoherence during the April 29 leader's debate. Again and again, Cummins, the only leader to rely on notes, repeated that the Liberals and NDP would "tax British Columbians to oblivion," whatever that means.

The NDP's decision to come out against Kinder Morgan

Dix, worried about bleeding votes to the B.C. Greens, came out against the proposed Kinder Morgan pipeline expansion two weeks ago.

It was a disastrous choice. Green Party support remains unmoved. And it's given Clark room to claim that resource development will come to a standstill under Dix—who also opposes Enbridge's Northern Gateway pipeline plan—killing jobs and wrecking B.C.'s shaky economy.

Clark, a former radio show host, looked polished, at ease and was quick to pounce.



Debate performance

Ahead of the debate, the media narrative said that Dix just had to show up, and not embarrass himself. He did both those things, and media commentators gave him the edge coming out of the debate. But the B.C. media are used to Clark's slick communications skills. Regular British Columbians are not. They saw something very different on April 29. Dix, who began the debate with a shaking voice, often looked terrified, even when leaning stiffly against the podium, an apparent attempt to appear relaxed. By contrast, Clark, a former radio show host, looked polished, at ease and was quick to pounce.



The economic climate

Dix may have won endorsements from noted environmentalists like Tzeporah Berman by opposing both proposed pipelines through B.C., pledging to maintain moratoriums on tanker traffic, promising environmental reviews on fracking and calling into question LNG—one of the few bright spots in B.C., beyond the condo market. But it's a hard sell to regular British Columbians in this economic climate, particularly when Dix is also promising major spending increases. Even support for the Keystone XL pipeline is growing in the U.S., amid polls showing that people's desperation for jobs outweighs their concerns for the climate.

Polls don't tell a complete story

Pollsters in recent elections have looked red-faced, notably in Alberta, where they predicted a Wildrose majority in October 2011, only to see the Conservatives returned to power with a comfortable majority. Pollsters similarly didn't have a clue that the NDP would wipe out the Bloc in Quebec in the 2011 federal election; and the Conservative minority they predicted was actually a comfortable majority for Prime Minister Stephen Harper.

The Canucks early playoff exit

The city's beloved Canucks became the first team to exit the playoffs, unceremoniously swept in four straight game by San Jose. All of a sudden, British Columbians tuned into an election campaign that had, until now, been seen as the second-most important race in town.



**A BIG
THANK YOU
TO ALL OUR
SUPPORTERS**

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