

Key questions	Answers
<p>1. What was the campaign about?</p> <ul style="list-style-type: none">• What was the problem that was being addressed?• Which communities did it involve?	<p>Sources 1 and 2:</p>
<p>2. What was the goal of the campaign?</p> <ul style="list-style-type: none">• How was the community improved as a result of the campaign?• What was the vision for a 'better tomorrow'?• Who ran the campaign?	<p>Sources 3, 4, 5, 6 and 7:</p>
<p>3. How did the campaigners become experts on the issue?</p> <ul style="list-style-type: none">• What information and statistics were available to support their position?• How did they learn about both sides of the issue?	<p>Sources 8 and 9:</p>

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<p>4. Was there a resource pool? Who were their allies?</p> <ul style="list-style-type: none"> • What skills and talents did they have? • Who did they know that could help? 	<p>Sources 10, 11 and 12:</p>
<p>5. Who were the campaigners' opponents and who stood in their way?</p> <ul style="list-style-type: none"> • Who were their opponents and why? • What other issues may have been a problem for them? 	<p>Sources 13:</p>
<p>6. How did they plan for success?</p> <ul style="list-style-type: none"> • Was there a leader or a campaign champion? • Did they look organised? • Was there a plan? 	<p>Sources 14, 15 and 16:</p>
<p>7. What campaign tactics and media did they use to get their message across?</p> <ul style="list-style-type: none"> • Which different media were used to communicate the campaign message? 	<p>Sources 17, 18, 19, 20 and 21:</p> 