



## **Initial Opposition and Issue Research**

- 1.** What are the issues over which you will have actual jurisdiction if elected?
- 2.** What, if any, is your particular expertise in dealing with these matters and what are your positions and proposed solutions?
- 3.** What other state or local issues are likely to come up in the race? Are there controversial issues facing the current city council or state legislature on which you will be expected to comment or take an official position?
- 4.** On what national issues can you expect to have an impact and what are your positions and talking points on those issues?
- 5.** Are there talking points or issue briefs available from local or national organizations and/or is there polling data available from the state party or your legislative caucus that can help shape your message?
- 6.** What are your opponent's positions on the key issues? Where are your most significant contrasts with your opponent? How can you frame the issues in a way that maximizes your strengths while highlighting your opponent's weaknesses?