Larry Gibson's Timeline

2 WEEKS

- Conduct feasibility assessment for campaign to assess likelihood of being elected
- Travel to Liberia for two weeks and interview voters to determine priorities

3 WEEKS

- Develop the campaign strategy and design the campaign materials
- Design poster to carry campaign across the nation, a message poster and a portrait poster

3 WEEKS

- Produce campaign materials
- Travel to China to arrange for the production of the posters, stickers, banners, flyers, brochures, and other materials
- Ship first third of the materials by airfreight so it arrives in time; ship the next third by sea in one shipping container; then ship the final third by another boat
- Bombard the country with images that convey the desired themes

2 WEEKS

- Organize and train campaign staff while awaiting arrival of the materials

8 WEEKS

- Maintain good relations with others candidates and their supporters
- Hold back sufficient campaign materials for the runoff time period
- Air drop posters and stickers on remote villages across Liberia in the final days of the runoff campaign