

PKR out to win over fence-sitters with video drive

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PETALING JAYA, Aug 23 — Challenged with dwindling support on the stump, PKR takes a leaf from ruling Barisan Nasional's decades-old playbook to swing more voters to its side through a series of videos lampooning the ruling Barisan Nasional's (BN) policies.

The opposition party's strategy chief Rafizi Ramli said today it was mounting the video tactic ahead of the 13th general election to appeal to rural voters who seem especially resistant to attend its public political talks for fear of being seen to take sides.

"It's hard to penetrate into rural areas... Fence-sitters don't like to go to ceramah politik. They don't like to take sides," the Terengganu-born said in a news conference.

"This is a soft-sell," he said, adding that a party had tested it out on the ground over the last 10 months and was greatly encouraged by the high turnout.

Rafizi (picture) laughed and related that the opposition party was using the same tactics employed by the government in the 1960s and 1970s to effectively disseminate information to the ground, when it was restricted by poor infrastructure access.

He said the party remained disadvantaged today because the government controlled all the mainstream media and denied access to the opposition to put across its message, which is a call to voters to deny the BN at the ballot boxes.

"We only need a five per cent vote swing," Rafizi said, adding that the BN was now on the defensive over its unpopular price hikes and lavish spending on mega projects.

The video campaign, themed "Demi Rakyat" (For The People), features a series of music videos spoofing the BN in its policies, including the latest price hikes that have seen essential items like sugar rocket.

Rafizi said the party was looking to produce more such clips but that it will kick off the video campaign after the Aidilfitri celebrations.

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