

# REFERENDUM CAMPAIGN 1

## Positioning

Has to be in centre ground; taking and giving leadership to the vast majority of the Irish people  
We must campaign on our ground ...equal citizenship...the right to marry under our  
Constitution...

## Tone

Tone is all-important. Hopeful, happy, friendly, optimistic, generous, respectful

'healing...not bitter and divisive'

Confident that we can win over a good majority.

No anger or shaming; we have all agreed on this· but we did anger on TV and 'shaming' more recently. Every time we do that, we lose votes.

## Election Strategy

Consolidate/mobilise our supporters

Win over the doubtful

Pacify those opposed

There is no threat to your deeply held traditional or family or religious values ... the proposal is to build on such values ...amplify them...

link to 2016... proclamation of Democratic republic based on equal citizenship

Equal Citizenship under the Constitution & The Right to Marry & Clarity

I think we have to be really clear about what is the net question the people of Ireland will be asked to vote on

We have to accept and say clearly that civil partnership and the children's legislation gives most of statutory rights and responsibilities ... if we try and dodge this one ... we will be exposed by journalists

I was asked that question by Bryan Dobson on 6.01 ... "do you not already have most of rights and responsibilities"

And was able to answer very clearly ... yes ... but what we don't have is full and equal citizenship"

Meanwhile David Quinn was floundering ... he was for equality. .. but no he wasn't ... exposed by Bryan Dobson very gently probing what exactly was his position.

## **Journeys ... Narratives ... Stories**

Ireland has been on a Journey ... decriminalisation based on equality in 1993

Equality legislation

Civil partnerships in 2010 ... everyone delighted with all these steps ... Strengthened us as a society

Similar journeys for women in Ireland

For heterosexual couples ... to plan their families

Individuals have been on journeys ... family members who realise that brother/sister etc is gay

Taoiseach ... Pat Carey ... Varadkar etc etc

## **'Unexpected Supporters'**

We need more Pat Careys ... he was such a brilliant boost

## **Responsibilities and Commitments of Marriage**

Stress these as much as 'love'

## **Children and Family Relationships Bill**

This should not be 'rushed' through ... giving 'No' side an opportunity to further muddy the waters ... Government is up to something tricky

## **Title of referendum bill**

Should be 'right to marry' ... not 'marriage'

## **'Civil Society for Yes'**

This group should be set as an autonomous one ... can meet on its own (i.e. without GLEN/ICCL/ME?) So it can be agile ... nimble ... responsive

Get speaking slots on broadcasting media

*Kieran*

16 February 2015