

Name \_\_\_\_\_

## The Campaign Whisperer

### Short Answer Key

1. Alex Mitchell's primary task was to rebuild the campaign team, instill confidence in the staff, and chart a new course for the election.
2. Alex faced a personal dilemma about whether to distance themselves from the campaign's scandal involving campaign funds or stand by their client.
3. Alex encountered challenges in dealing with social media, including the need to craft a message that resonated with voters and counter misinformation.
4. Alex orchestrated a turning point in the campaign through a brilliant debate strategy that showcased Marianne's commitment and ability to admit mistakes.
5. On the eve of the election, Alex had to decide whether to continue supporting Marianne or publicly endorse James Anderson, a decision with significant consequences.

