

Polis – November 1st

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2007-10-3

People get ready. I think [The Guardian](#) is right today, the election countdown has begun. Last week I thought it would look indecent and out of character if Brown rushed to the people so early, just because he was ahead in the polls. The newspapers were split over the weekend about what he should do. But by the beginning of this week it became clear that the Prime Minister would now look weak and indecisive if he fails to call an early election. By allowing Ministers such as Ed Balls to raise the prospect of an autumn poll he signalled his desire for one. It is one of those occasions where those who attempt to spin the media are spun.

On a more practical note, media planners and political units I speak to are assuming that the Comprehensive Spending Review will be brought forward to Monday thus allowing Brown to call an election in time to avoid the half-term holidays but hit November 1st. Leave is being cancelled, ballot box graphics are being created and election night studios are being booked.

POLIS will be assembling its own team of experts to provide insights in to the campaign and the media coverage and on November 8th we will have a public debate on how Election 2007 was reported. So get on with it Gordon and name that date.

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