**Heller Media Plan Overview:**

State: We continue to maintain the relationships we have cultivated over Senator Heller’s tenure and push earned media through press releases, OpEds, social media, satellite feeds, pro-active pitching of interviews and in-person public affairs shows.

National: There are a number of actions that can be taken to increase Senator Heller’s profile nationally. 1) Make him available off the floor to speak with the national reporters; 2) Take advantage of conference opportunities to interview on national issues; 3) Join press conferences with other Members of Congress; 4) Look for larger national issues to show case that the Senator can take the lead on and possibly carve out a niche on; 5) Spend more time pitching bookers for the national shows, and chasing press releases sent to the national list.

We have already in place a national media distribution list which has been maintained that includes print, radio, and television.

**State Media Opportunities**

**On-going:** website, social media, press releases, media inquiries, E-news, constituent mail, and 499’s

**Weekly:** Telephone town halls, e-newsletters (bi-weekly), satellite feeds, floor speeches.

**Monthly:** Satellite Q&A’s with TV stations (possibly bi-monthly), rural columns, and monthly rural press call.

**As requested/needed**: Morning news programs (Joe Gillespie & KXNT Morning News; Ross and Monica, KOH) and conservative radio

**Yearly:** Editorial Boards

**Public Affairs Shows**

Eye on Washington – Hosted By Marilee Joyce (NBC Statewide, based in DC)

Nevada News Makers (NBC Statewide, based in Reno)

Face the State with Chris Ciarlo (CBS, Reno)

Ralston Reports with Jon Ralston (NBC Statewide, based in Vegas)

Politics Now with Steve Sebelius (CBS, Vegas)

Nevada Week in Review with Mitch Fox (PBS, Las Vegas)

The Agenda (NBC, Las Vegas)

Inside Nevada with Jim Rogers (Statewide NBC)

Elko News Makers with Lori Gilbert (NBC, Elko)

**Other Television opportunities:**

Las Vegas – KLAS Channel 8 (CBS), KTNV Channel 13 (ABC) , KVVU Channel 5(Fox), KSNV Channel 3 (NBC), KLVX PBS Las Vegas

Reno – KOLO Channel 8 (ABC), KRNV Channel 4 (NBC), KTVN Channel 2 (CBS), KRXI Fox 5.

Elko – KENV Channel 10 (NBC)

Pahrump – Local Channels KPVM Channel 41 and KHMP Channel 62

**Monthly Columns:**

Nevada Washington Watch News Letter

Humboldt Sun, Battle Mountain Bugle, Lovelock Review Miner

Ely Daily Times/ Eureka Sentinal: Run in OpEd Section

Elko Daily Free press: 400 words, open date.

Lahontan Valley News (Fallon): 500 words or less.

**Conservative Radio:**

The Alan Stock Show KDWN Radio 720AM Las Vegas

Kevin Wall KXNT 840AM, Las Vegas

The Dan Mason Show, KOH 780AM, Reno

The Bill Manders Show, KKFT 99.1 FM (Reno)

**Rural Radio**

Rodd Stowell KWNA 1400 AM, Winnemucca, Ely

Ruby Radio 103.9FM, Elko

**Rural Press Conferences:**

- Papers to participate: Elko Daily Free Press, Ely Times, Humboldt Sun, Lahontan Valley News, The Nevada Appeal, Laughlin Times, Moapa Valley Progress, and Boulder City Review.

**Editorial Boards:**

Las Vegas Review Journal

Reno Gazette Journal

Nevada Appeal (Carson City)/ Record Courier (Gardnerville) (Swift Communications)

Humboldt Sun, Battle Mountain Bugle, Lovelock Review Miner (All out of Winnemucca)

Lahontan Valley News (Fallon)

Elko Daily Free Press

Ely Times/ Eureka Sentinel

Pahrump Valley Times

**National/Washington D.C. Media Opportunities**

**On-going:** website, social media, press releases, and media inquiries.

1. After national votes, make Dean available off the floor to speak with the national reporters.
2. Conference regularly puts out national media requests. When it makes sense, we should aggressively move to take advantage of these opportunities.
3. Search for and promote press conferences that will attract national media (i.e. FCC Reform, Western Caucus Jobs plan, No Budget, No Pay).
4. Look for larger national issues to show case that the Senator can take the lead on and possibly carve out a niche on. We could use these national opportunities for press conferences, op-eds, and one-on-one meetings/briefings with relevant reporters.
5. These larger national issues also provide an opportunity to plug into the press operation for the relevant Committee. We can work with the press contacts on the Committee to make offer Dean as a go-to surrogate.
6. Write, pitch and place an op-ed in a national or Washington D.C. publication at least once per quarter.
7. Washington D.C. publications such as The Hill and Politico frequently host guest bloggers for their online forums. In meetings with national and Washington D.C. reporters, Chandler should pitch Dean for these forums, and use those meetings as opportunities to find the right contact for moving forward.
8. Spend more time pitching bookers for the national shows, and chasing press releases sent to the national list.

**National Television to Target**

The Daily Rundown (MSNBC)

Morning Joe (MSNBC)

Squawk Box (CNBC)

Squawk on the Street (CNBC)

Power Lunch (CNBC)

Kudlow Report (CNBC)

The Situation Room with Wolf Blitzer (CNN)

Out Front with Erin Burnett (CNN)

Fox and Friends (FOX)

Your World with Neal Cavuto (FOX)

America’s Newsroom (FOX)

America Live with Megyn Kelly (FOX)

Cavuto (FOX Business)

Varney & Company (FOX Business)

After the Bell (FOX Business)

Closing Bell (FOX Business)

**National Radio to Target**

Note: We should approach national conservative radio with caution and stick to opportunities with hosts that are more reasonable or we have relationships with, and expand if we feel necessary.

Roger Hedgecock

Rusty Humphries  
  
Mark Levin