**Earned Media Plan Overview:**

Once fully implemented, the earned media plan will have three components.

**Official Office:**

Capitalizing on incumbency - we will be using the official office to promote positive press. We envision two major points of emphasis:

1) Highlighting Senator Heller standing against the Obama Administration and;

2) Senator Heller working with Democratic colleagues to find bipartisan solution

**State Party and Others:**

While Team Heller will be promoting the positive aspect, we will need the State Party and others to be the “heavy” on the same topics. To the extent that we are allowed to, it would be helpful to have them hitting the negatives of opponents while we are offering positive solutions.

**Campaign:**

Until sometime in mid-2012, the Campaign press will be used for spin and defense. In addition, we will use the campaign to highlight certain events, but it will be more beneficial to promote the view of incumbency through earned media from the Official office.

After mid-2012, we will incorporate a more aggressive and adversarial plan against Berkley based on our theme for the week.

**Media Relations**

We continue to enjoy a good relationship with the Northern Nevada TV stations and the majority of the newspapers and reporters in the state. Starting in 2009, we began working on developing stronger ties to the Las Vegas TV market. While successful, we plan to strengthen those ties in the coming months.

**Media Plan**

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

**Weekly:** Telephone town halls, e-newsletters, satellite feeds

**Monthly:** Rural OpEds and rural press call.

**Supplemental:** Heritage bloggers briefing and Leadership’s blogger’s round up.

**Television:**

Eye on Washington – Hosted By Marilee Joyce (State Wide)

Nevada News Makers (State wide)

Face to Face with Jon Ralston (State Wide)

Face the State with Bill Brown (Reno)

Elko News Makers with Lori Gilbert (Elko)

Satellite Feeds

**Other Television opportunities:**

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

Reno – KOLO Channel 8 (ABC), KRNV Channel 4 (NBC), KTVN Channel 2 (CBS)

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: Run in OpEd Section

-Elko Daily Free press: 400 words, open date.

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

**Radio:**

The Heidi Harris Show KDWN Radio 720AM Las Vegas (Monthly Call In)

The Alan Stock Show KXNT 840 AM, Las Vegas

Bill Manders Show, KOH Reno

KWNA 1400 AM, Winnemucca

Ruby Radio 103.9FM, Elko

**Rural Press Conferences:**

Schedule monthly conference calls/ push agenda.

- Nevada rural papers tend to be hyper-focused on local issues and do not cover national issues. Monthly rural press conferences provide the Senator with the opportunity to bring his message to the local papers they would not otherwise print.

- 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.

**Electronic News Letter:**

Sign up via website, at least weekly.

**499’s**

15 – 20 per week.

**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