



RORY REID

A NEW ECONOMIC VISION FOR NEVADA

To: Interested parties
From: David Cohen, campaign manager
Re: State of the race
Date: January 10, 2010

Fundraising Announcement

Two weeks into the New Year, I can see our path to victory clearly – because we’ve started 2010 from an unprecedented position of strength.

That’s thanks to you, and hundreds like you who have generously supported Rory and his plans for a better future for Nevada.

I’m proud to say that today we will report having raised more than \$3.3 million in support of Rory’s campaign with \$2.6 million cash on hand. That’s a record total, and a clear sign that so many are bullish on Rory’s candidacy.

This level of support puts our campaign in a strong position entering the next phase of the campaign. It will allow us to build the most aggressive, far-reaching organization in Nevada history, and to carry Rory’s message to Democrats, Republicans and independents in every corner of the state.

Outstanding Press

In recent weeks we have enjoyed a steady dose of positive coverage of Rory’s campaign activities and work as Clark County Commissioner. Just before the holidays, Rory released his plan for ethics and transparency in government, *A Foundation of Trust*. The plan was well received throughout the state. A few sample items from the news:

Editorial: “Making ethics the law,” Las Vegas Sun, 12/29/09

<http://www.lasvegassun.com/news/2009/dec/29/making-ethics-law/>

“Rory Reid calls for stronger ethics laws,” Nevada Appeal, 12/18/09

<http://www.nevadaappeal.com/article/20091218/NEWS/912179942/1070&ParentProfile=1058>

“Rory Reid wants stricter lobbying, ethics rules,” Reno Gazette Journal, 12/18/09

<http://www.rgj.com/article/20091218/NEWS/91218021>

And as chair of the Clark County Board of Commissioners, Rory has earned plaudits for making the tough choices and sweeping reforms necessary to weather the down economy and ensure a better future. Just this week, he announced a groundbreaking public-private



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partnership to transform University Medical Center into a premier teaching hospital, with the potential for far-reaching, long-term benefits – not only to the quality of health care, but also for the higher education system and the economy of our state.

“The smart politics behind Rory Reid's effort to reform the way Clark County works,” Las Vegas City Life, 1/7/10

http://www.lasvegascitylife.com/articles/2010/01/08/opinion/coffee_and_outrage/iq_33517843.txt

“UMC shift to teaching focus to be explored,” Review Journal, 1/13/10

<http://www.lvrj.com/news/umc-shift-to-teaching-focus-to-be-explored-81453547.html>

“Clark County unveils plan to convert UMC into teaching hospital,” KTNV (ABC), 1/13/10

<http://www.ktnv.com/Global/story.asp?S=11815922>

With several announcements slated for the coming weeks, we expect a continued stream of positive press, helping to position Rory as a common-sense moderate with fresh ideas for the state.

The Team

We couldn't be happier about the team of staff and consultants we've assembled. They are all truly at the top of their game.

Media: Dixon/Davis is one of the preeminent political media firms in the country. Their sophistication and expertise is simply unparalleled. They will oversee message development and all media message, production, and targeting. As a top tier governor's race, we're fortunate to have both partners, David Dixon and Rich Davis, engaged on a daily basis. In 2006, Dixon/Davis was the only political media firm to defeat incumbent Republicans in races for governor, US Senate, and Congress. In 2008 they continued winning for their own clients, and joined the media team for President Obama's campaign.

Polling: Anzalone/Lizst Reseach will conduct our qualitative and quantitative research. Principal John Anzalone's 20 years of experience that will prove invaluable to us with more than numbers, but also analysis and strategic consulting.

Mail: Joe Hansen will oversee our direct mail program. Joe is a partner at AMH Mail, one of the premier political direct mail firms in the country. AMH has created persuasion mail programs for 24 U.S. Senators, 13 Governors, and more than 20 Members of the U.S. House of Representatives. In 2008, Joe and AMH created the persuasion and GOTV mail for President Obama's campaign in the west.

Communications: Hilarie Grey will oversee communications strategy for the campaign. She comes to the campaign as a veteran Nevada operative having most recently directed



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communications for Hillary Clinton's campaign in the 2008 Nevada caucuses. Hilarie brings more than 15 years of public relations experience and has led communications shops at UNLV, McCarran International Airport, and Touro University.

Press: Mike Trask will serve as press secretary and will manage day-to-day relations with press. Trask previously worked as a reporter at the Las Vegas Sun, where he covered government and politics. In 2008 he earned the Associated Press' prestigious Fairbanks Public Service Award. He has also written for the Las Vegas Weekly.

Field: John La Rue will lead our field efforts. He previously served as regional field director in Washoe County for President Obama's campaign. La Rue led the voter registration drive that swung the balance of voters in Washoe from Republican to Democrat for the first time since the 1970s. He also worked for the Obama campaign in Washoe, Lyon and Storey counties during the 2008 Democratic caucus.

New Media: Corey Kuwanoe will head the campaign's new media effort – an increasingly important piece of our communications strategy. Kuwanoe served as a field organizer in Las Vegas for President Obama in 2008 and has worked for more than a decade in Web programming. He will direct Eastmedia, a leading Web design firm specializing in “ruby on rails,” a cutting edge programming language that will allow us to deliver an innovative Web experience unparalleled in American politics.

Finance: I'm proud to announce that starting at the end of January we will be bringing on David Brooks to head our finance department. Amy and Erica from Ayoub and Associates have served the campaign for more than a year and are responsible for our tremendous fundraising success thus far. In the New Year, however, we will move to an in-house model. We expect the transition to be seamless, as Amy and Erica will stay involved with the campaign as both friends and advisors. David comes to us after four years of success in Virginia where he led Governor Kaine's efforts.

Looking Ahead

Along with our finances and team, a third major factor works in our favor: the Republican primary on June 15th.

The governor's effort to reenergize his conservative base shows his newfound determination to win his party's nomination. We believe he will be successful – not necessarily at winning, but at putting up a fight that will be costly and divisive, and drive all GOP candidates sharply to the right as they cater to their primary base.

As voters see the governor and his opponents participate in their partisan debate, we believe it will both solidify Democratic support around Rory and leave us free to target non-partisans with a message of economic growth and common-sense solutions.



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We're deeply grateful for your continued support. Rory is excited about the campaign and determined to lead Nevada to a better future. With your resolve we will win in 2010.

If you haven't already, please be sure to visit roryreid.com for the latest news about the campaign and to read Rory's comprehensive vision for reshaping Nevada.

May the New Year bring you health, happiness and a new governor for Nevada!

Best,

David Cohen
Campaign Manager