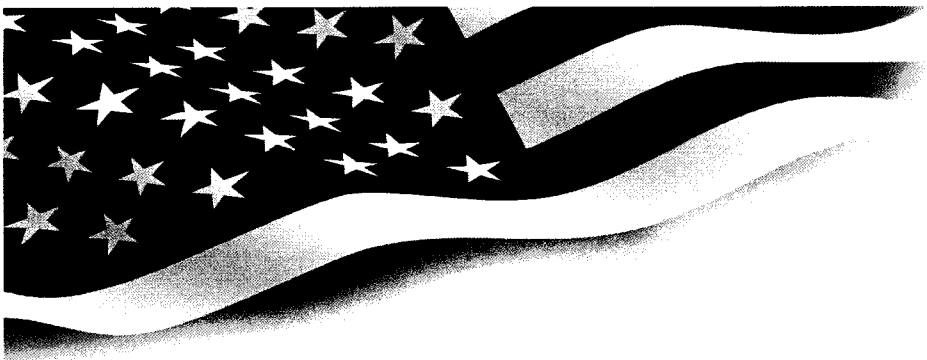


NEW AMERICA  
Executive Summary





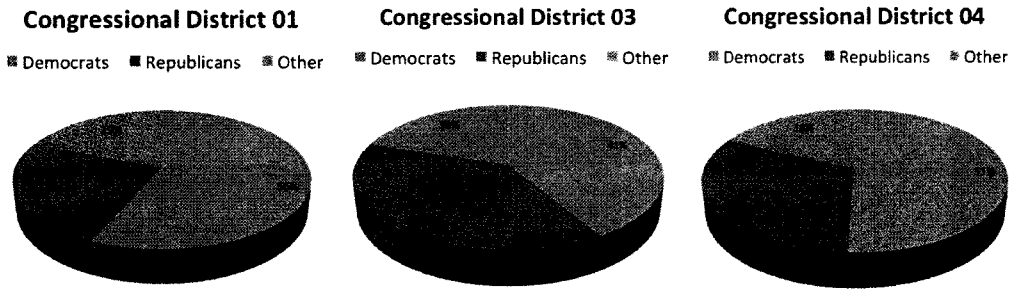
# Executive Summary

As the result of 2012 elections, it is clear that Free-Market Advocates can no longer win elections without growing the voter base, through the inclusion of minorities, women and millennials. Relying on media buys and direct mail alone is no longer a winning strategy. We must get back to basics: incorporating grassroots outreach, voter education, registration and recruitment of quality candidates as part of the core strategy for victory. On a separate but parallel track, we must create and support "community boots on the

ground" that promote the conservative cause in the very communities where expansion is needed the most. Since 2004, the net result in voter registration in Nevada is a change of nearly 100,000, with Republicans going from a registration advantage of 4,431 in 2006 to now being down over 90,000 votes statewide. During the past 8 years, Republicans have only gained 2,560 registrations while Democrats were able to gain 97,178 new registrants. In Clark County, the Democratic advantage stands at over 130,000.

*It is of utmost importance that the efforts of this campaign are known throughout Las Vegas as a model to grow conservatism among Hispanics and other minorities throughout the nation.*

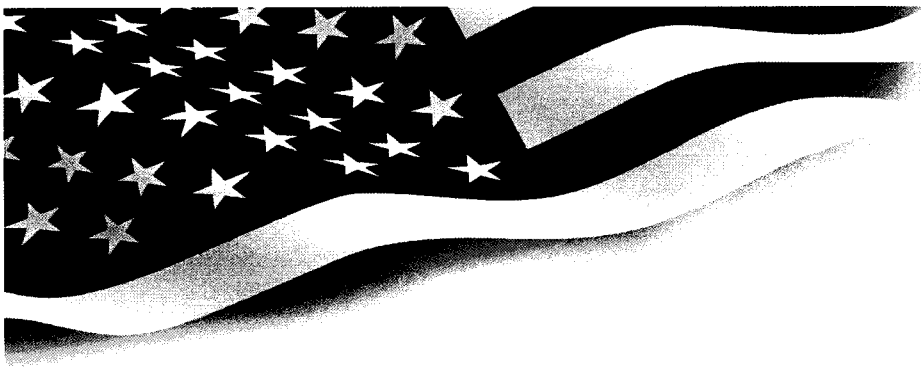
## VOTER REGISTRATION PER CONGRESSIONAL DISTRICT



It is now obvious to everyone that two major components were overlooked in past election campaigns. First, our party overlooked growing the base of our constituency, and second, it refused to meaningfully engage minorities. In order to address these deficiencies we have put together a plan to engage the minority community through grassroots efforts to be implemented by New America. New America will first engage minority youth groups, seniors, evangelicals and women's groups alike. Our engagement of these groups will be through seminars, classes, concerts/forums and other mediums in order to disseminate a conservative worldview from within the community. This effort

will begin in Las Vegas, Nevada as a model. Although these elements are essential, they will require a strong public relations and media campaign in order to be successfully executed and directed to a wider audience and constituency. It is of utmost importance that the efforts of this campaign are known throughout Las Vegas as a model to grow conservatism among Hispanics and other minorities throughout the nation.





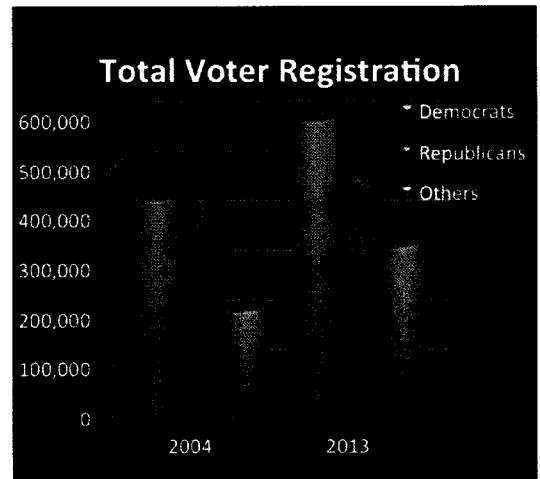
# New America's Plan

• 1.0 Voter Registration • 2.0 Minority Outreach

## 1.0 Voter Registration

Our voter registration strategy will be based on a two part strategy that seeks to increase Republican party identification among the rapidly changing demographics in Nevada by using ballot question or issue survey to screen potential voters first before they are invited to register. We believe this plan will serve as a solution to the problems the Republican Party has been facing in reaching out to the Latinos and other minority communities.

Under New America's plan, an effective paid voter registration program can be achieved by utilizing multi-faceted methods such as fixed locations, phone banking, mail program and door to door. This program will achieve multiple purposes; screen and register voters, collect ID data in order to be ready for the GOTV phase.



## 1.1 Voter Registration

Our Voter Registration (VR) plan calls for two simultaneous approaches: Fixed Locations and Data Based Mobile Micro Targeted Effort.

### Fixed Locations:

#### • Kiosks at Fixed Locations:

DMV, Supermarkets, Public Buildings and Libraries

#### • Mobile Kiosks:

Churches, Parks, Community Events, Fairs and Sports fields, etc.

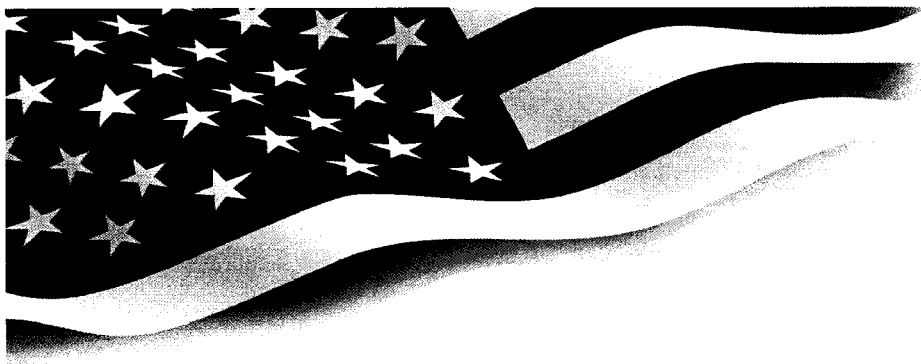
### Data Based Micro-Targeting VR:

This program will be carried out by acquiring various lists for eligible but not registered voters, inactive voters, independents and third parties, etc. The data will be mined to screen and ID the potential voter for a more targeted voter registration through a personalized contact program.

### Estimated Voter Registration per Quarter

By Booths	2,230
By Phone-Bank	600
By Mail	2,820
By Canvassing	1,350
Total	7,000 Registrations





# New America's Plan

• 1.0 Voter Registration • 2.0 Minority Outreach

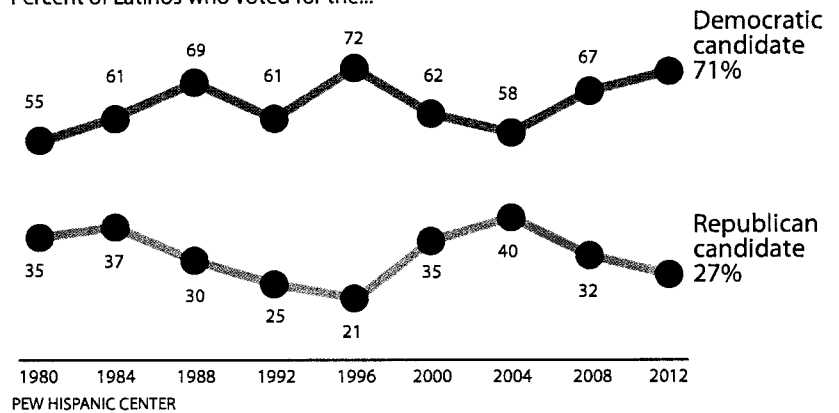
## 2.0 Minority Outreach

The task of bringing Latinos to the Republican party is a long and difficult endeavor. It will not have quick solutions nor silver bullets. The party has tried all gimmicks before and the results are clear. The reason why democrats control the minority voting bloc is actually quite simple. Democrats are engaging minorities every year while the Republican party only engages them when their votes are needed. There is a clear perception, with polls to match, that Republicans do not care about Latinos and their issues.

New America Firmly believes that this can be changed and that it can be done before the upcoming demographic shift. For this reason we have put together a Community Outreach plan. The purpose is trifold.



**The Latino Vote in Presidential Elections : 1980 -2012**  
Percent of Latinos who voted for the...



**1**

To win the hearts and minds of minorities and convince them that conservatism and free market are the base for political freedom and economical prosperity.



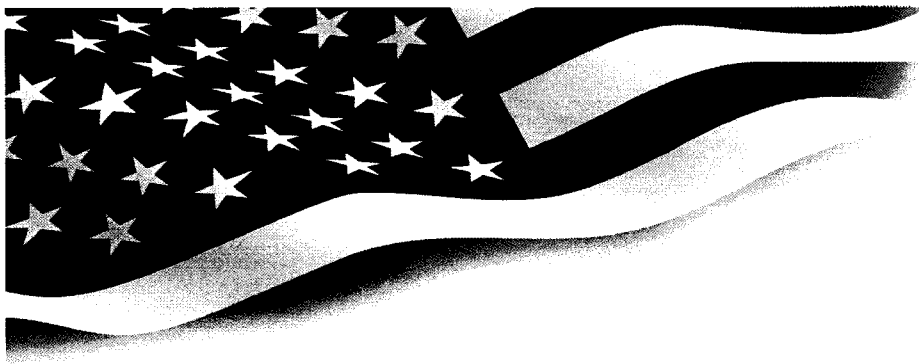
**2**

To Register Republican voters among eligible minorities.

**3**

To Mobilize minorities for GOTV efforts in the coming elections.



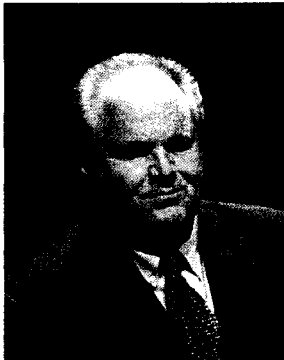


## New America's Plan

• 1.0 Voter Registration • 2.0 Minority Outreach

### 2.1 Conservative Talk Radio

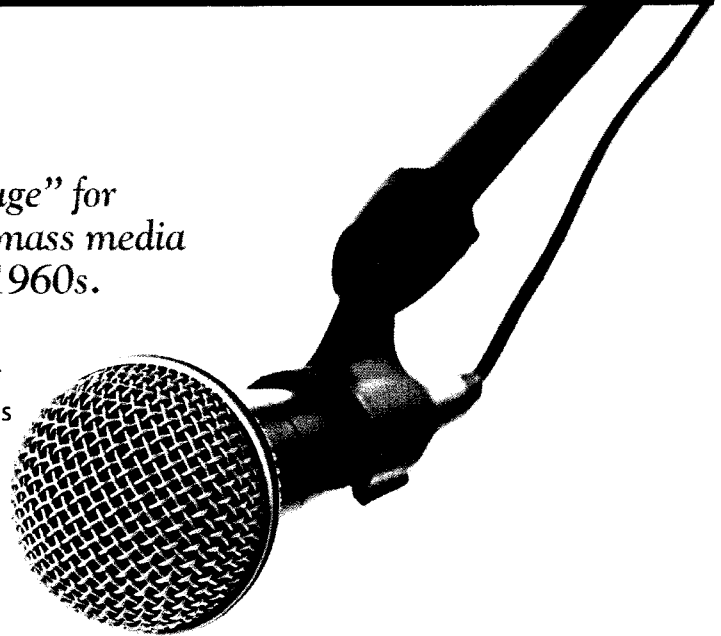
*Talk radio has been a type of "last refuge" for conservatives that have seen all other mass media sources become left-leaning since the 1960s.*



Talk radio has been a type of "last refuge" for conservatives that have seen all other mass media sources become left-leaning since the 1960s. Figures like Rush Limbaugh might even be responsible for creating a conservative movement within the media and setting the scene for the creation of FoxNews and many other conservative radio shows across America. Radio provides an ideal platform for proving the validity

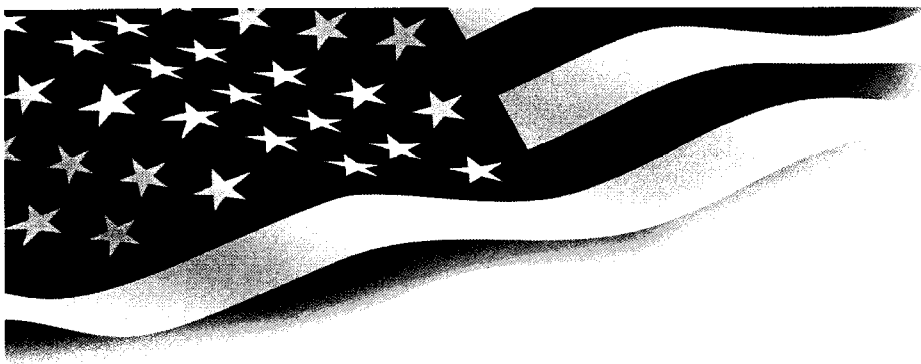
of our solutions. Hispanic conservative talk radio is an absolute must in the educational process of the next generation of the Hispanic population as a whole.

There is a reason why conservative radio works. It allows voters and citizens to make a rational and logical case for their political view. This approach has worked very well in other similar cases. As an example, Radio America was used to spread American values to the Soviet bloc in Western Europe. It was so effective that the case can be made that countries such as Poland, Georgia and others now hold more conservative views than the USA. This is the problem with the Hispanic media. All news and radio programs on major Hispanic networks are left-leaning. The Hispanic population in the United States has had very little opportunity to be exposed to conservative views and ideals.



*Hispanic conservative talk radio is an absolute must in the educational process of the next generation of the Hispanic population as a whole.*

NEW  
AMERICA 



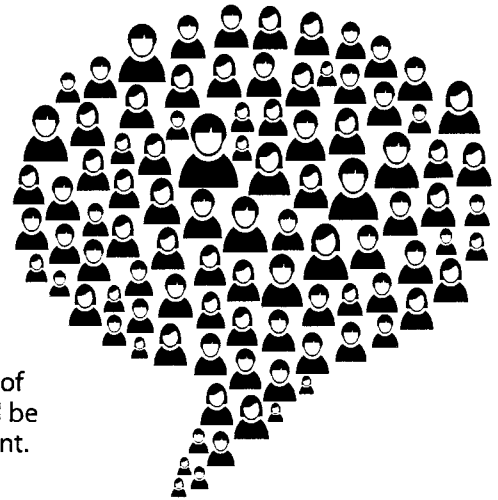
# New America's Plan

• 1.0 Voter Registration • 2.0 Minority Outreach

## 2.2 Faith Groups Engagement Initiative

Democrats are well known for using labor unions and other organizations to expand their influence. On May first, 27 Organizations managed to put together a protest march assisted by several thousand people to support immigration reform. We simply do not have the capabilities to launch a similar display among minorities.

What we have is a network of churches that if organized correctly, have the potential of being up to twelve times bigger than any Democrat coalition of groups. The Bush campaign tapped into this resource very successfully in 2004 obtaining almost 40% of Latino votes. This effort should be replicated and made permanent.



### 2.2A Pastor's Enclave

**Target:** Faith Groups (Pastors and Leadership)

**Objective:** To organize faith leaders into a cohesive group capable of supporting our causes

**Description:** Bi-Monthly breakfast meetings designed to provide pastors with the education and information needed to engage in the defense of their religious liberties.

### 2.2B: Church Growth & Retention Program

**Target:** Minority Churches (Church Members Ages 14 and Up)

**Objective:** To Solidify and strengthen church membership through a better understanding of the scientific and logical evidence supporting their faith (Apologetics). At the end of each seminar we will host a graduation ceremony (On a Sunday after the service), where we will bring a Taco stand and use the opportunity to register voters from among the church members.

**Description:** These are a two days, (6Hrs) on-site seminars on the basics precepts of Christian Apologetics

#### PROGRAM COSTS

1.0 Voter Registration Plan	\$173,000
2.0 Minority Outreach Program	\$31,000
<b>Total</b>	<b>\$206,000.00</b>

