



Alexander Falconi <admin@ournevadajudges.com>

[FWD: You are endorsed by the Las Vegas Spectrum and the LGBTQ Endorsement Guide (aka Nevada Impact)]

jessica@jpkpetersonforjudge.com <jessica@jpkpetersonforjudge.com>

Thu, Oct 8, 2020 at 3:54 PM

To: Alexander Falconi <admin@ournevadajudges.com>

----- Original Message -----

Subject: You are endorsed by the Las Vegas Spectrum and the LGBTQ

Endorsement Guide (aka Nevada Impact)

From: <rob@lasvegasspectrum.com>

Date: Wed, October 07, 2020 3:44 pm

To: <justpeople@cox.net>



As you're likely aware, you have been endorsed by the Las Vegas Spectrum, the monthly news magazine for the LGBTQIA+ and Progressive community.

The Las Vegas Spectrum, a joint venture between Rob Schlegel, publisher and Lyn Collier, editor, was founded in Jan. of 2019. It is the successor magazine to the Las Vegas Night Beat. Schlegel is the former publisher of the Las Vegas Bugle (1985-2000). Schlegel created Nevada Impact, which has supplied endorsements for the LGBTQ community since 1996.

The October issue of the Spectrum, which was the most widely distributed ever, was direct mailed to over 10,000 (mostly same-gender married) households. An additional 4,800 copies were made available for free pickup at over 115 locations in Southern Nevada. In addition, links to our magazine and website were emailed to our 4,000 name data base, shared on social media and our website.

Our November issue, which will debut on Oct. 26 (deadline is Oct. 15), will be shared by several LGBTQ organizations and should have an digital reach of over 35,000 contacts. Our free pickup copies will be distributed on Oct. 26 and 27, in time for last-minute voters.

While the direct mail copies won't arrive in time for use prior to the election on Nov. 3, you can contact A&B Printing (Kathie Gillespie or Chris Miller) to access our direct mail data base. They are authorized to use our data base for their printing and direct mail customers.

The LGBTQ community does not have a non-partisan political committee, so the Las Vegas Spectrum (and its predecessors) formed a committee to fill this void. The selection committee meets, researches and makes these choices. I am simply the editor and yes,

the one who organized this effort. While I'm happy to take any positive credit, the decision isn't mine alone.

Here's a link to a PDF of our print publication:

<https://lasvegasspectrum.com/october-2020/>

Here's a link to our website:

<https://LasVegasSpectrum.com>

Here's a link to a text version of our endorsement guide:

<https://lasvegasspectrum.com/voterguide/>

Again, congratulations on your endorsement. You are welcome to use our logo, our website, etc., if you choose to publicize this.

Rob Schlegel

Rob Schlegel, Publisher

Las Vegas Spectrum

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