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**MAY 1, 2025**

## **MUTH'S TRUTHS**

*(Chuck Muth)* – Pardon me this morning while I revel in a little self-promotion...

Any candidate who's attended my Campaign Boot Camp knows one of my top three "Muth's Truths" is: *"Campaigns aren't about politics - they're about marketing."*

It comes from three decades-plus of studying direct response marketing – and spending a small fortune to learn it (*more than the cost of a PhD*) - from some of the giants in the field, especially Gary Halbert, Dan Kennedy, and Bill Glazer.

Kennedy – the “Professor of Harsh Reality” – also publishes a monthly newsletter, “Magnetic Marketing,” for thousands of professional marketers all around the country, and even around the globe.

Well, this morning Magnetic Marketing released an interview I did recently with Magnetic Marketing’s Darcy Juarez – a highly-regarded expert in the field in her own right.

It explains how I got into politics, how I got into direct response marketing, and how I’ve used what I’ve learned in two successful Nevada legislative races: Dennis Hof and Annie Black, both of whom took out well-funded incumbents.

It also details how my eldest daughter, Kristen (now writing for Nevada News & Views) used some of the same marketing principles (she attended a lot of marketing conferences in San Diego with me as part of her homeschool curriculum) to raise \$17,000 in 90 days for a three-week European student trip and became an author at the tender age of 15.

Ah, a father’s pride!

Anyway, if you’re interested in what makes me tick and how I manage and advise campaigns very differently from most (over-priced/under-achieving) political consultants, take a read.

You can download the PDF by [clicking here](#).

Annie and I are working on developing a new campaign training/mentoring program – which will be available virtually from anywhere in the country – for the 2026 campaign cycle.

With all due modesty, if you plan to run next year, you’d be nuts not to join it. Stay tuned!

**NEVADA NEWS & VIEWS**

**National**

- Masterclass in The Art Of The Deal: How Americans Stand to Gain from Ukraine's Recovery ([Jill Douglass](#))
- Can Catholics Run Charter Schools? SCOTUS Case Could Change Everything ([Kelly Chapman](#))
- Pence group urges GOP to consider Medicaid caps, work requirements ([Center Square](#))

### **State**

- BREAKING: Alan Stock's interview this morning with Michele Fiore, who was recently pardoned by President Trump ([KXNT](#))
- Aguilar Tapped by National Dems While Nevada Voter Rolls Remain a Mess ([Iris Stone](#))
- Nevada's Economic Red Flags Are Everywhere: Budget Day Reckoning is Here ([Dr. Robin Titus](#))
- "No New Fuel Taxes!" Gas Station Signs Rally Nevadans Against Politicians' End-Run Around Voters ([Brittany Sheehan](#))
- Planned Parenthood Backs AB411—But Nearly Everyone Else Says It's Dangerous ([Erica Neely](#))
- Nevada Governor Lombardo and BLM Sign Agreement to Identify Federal Lands for Local Control ([Brittany Sheehan](#))
- Real Help, Not Handouts: Vegas Stronger Heals Vegas One Life at a Time ([Lisa Cole](#))
- Nevada's Rent Control Bill: A Slippery Slope for Property Rights ([Brittany Sheehan](#))
- Sam Shad interviews Assemblywoman Danielle Gallant (R) District 23 ([Nevada Newsmakers](#))
- VIDEO: Dear Jim Marchant: It's Time to Step Aside. | ([Danielle Gallant](#))

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### **X MARKS THE SPOT**

- Tulsi Gabbard is investigating gain-of-function research connected to COVID-19 and Dr. Fauci's role in covering it up. | [X](#)
- This level of retardation is impressive. | [X](#)
- CNN's Abby Phillip has to cut to commercial after Shermichael Singleton and Ana Navarro get into a shouting match. | [X](#)
- Another Abby Phillip ref stoppage and warning after Scott Jennings triggers Gretchen Carlson | [X](#)
- James Carville is a clown and a liar and Bill O'Riley loses it while calling Carville out. | [X](#)
- Illegal migrant kills Texas dad in front of his family. He was able to stay here despite 2 prior kills + prior arrests. | [X](#)
- A Colorado man released on \$250 bail after threatening a woman and attacking a cop went on to fatally stab his mother. | [X](#)
- Judge releases suspected Tesla firebomber citing ADHD and no access to "gender-affirming care" | [X](#)
- Kamala Harris is back in all her cringey glory. | [X](#)
- I hope Democrats keep doing this. | [X](#)
- Tim Walz admits he was selected as Kamala's running mate so he could "code talk" to white guys. | [X](#)

- Smuggler ditched 6 illegals, swam to Mexico, then got caught 13 days later at Laredo port. Now facing smuggling and evasion charges. | [X](#)
- Non-citizen cop in California arrested for raping a mentally disabled woman. | [X](#)
- Judge bans Border Patrol from arresting suspected illegal aliens without a warrant. | [X](#)
- Man crashes brand new Porsche GT3 RS just 3 hours after leaving dealership. | [X](#)
- The funniest thing about LeBron James rolling around crying like a baby is literally nobody cares, including his own teammates | [X](#)
- Pirates fan falls from center field stands | [X](#)

## FAMOUS LAST WORDS

"We will be saving Medicaid for Americans in need. We will not let the Democrats destroy it, and all the waste, fraud, and abuse that they seem to love." – **President Donald Trump**

"I think I speak for everyone at the White House – we encourage Kamala Harris to continue going out and doing speaking engagements." – **White House Press Secretary Karoline Leavitt**

"The only thing Americans want to hear from Kamala Harris is an apology for joining Joe Biden in aiding and abetting the invasion of our country ... What they did to this country is unforgivable. It is an eternal stain." – **White House Deputy Chief of Staff Stephen Miller**

"Democrats allowed 20 million illegal immigrants to walk into the country with NO process. Now, they want President Trump to give these people who broke the law YEARS of "due process" before he can send them back home. Americans are SICK of this." – **Scott Jennings**

"Four months ago, the Palisades fire destroyed more than 6,800 homes in Los Angeles. Three months later, only four permits had been issued to rebuild the community. Clearly, California just isn't working." - **@NewtGingrich**

## LAUGHTER IS STILL THE BEST MEDICINE

- "It's impossible to find a job right now." Must be the hair. | [X](#)
- If you don't believe in magic, how do you explain this? | [X](#)
- I need to find a way to watch the "Grandparent's Derby" ASAP | [X](#)
- Rodney Dangerfield and his wife try a trick to quit smoking | [X](#)
- Deported MS-13 Gang Member FINALLY Returns to USA | [X](#)
- 12 Changes Trump Would Make As Pope | [X](#)





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