

TO: Interested Parties
FROM: Ryan Hampton Campaign
DATE: August 8, 2026
RE: **Communicating with Voters in Nevada Assembly District 9**

Nevada's 9th Assembly District is a swing district, and it will be one of the most closely contested legislative races in the state this November. Voters here are being squeezed by the cost of living, they are fed up with political corruption and a system rigged by special interests, and many — particularly non-partisan and persuadable voters — are only beginning to form impressions of both candidates.

Non-partisan and persuadable voters in Nevada's 9th Assembly District — especially women and seniors — need to hear — through sustained digital, CTV/OTT, and direct mail communication beginning immediately and continuing through Election Day — **positive messages about Ryan Hampton's story and record:** that Ryan was raised by a single mom who worked three jobs to make ends meet; that he overcame addiction and homelessness, rebuilt his life, and founded a national organization to help others do the same; that the U.S. Department of Justice appointed him to represent more than 120,000 victims and families in the Purdue Pharma bankruptcy, where he took on the drugmaker and the billionaire Sackler family and won; and that he has spent his career taking on greedy corporations, billionaires, Big Pharma, Big Insurance, and the special interests.

These voters need to hear that Ryan **stands up to political corruption and will unrig the system to make life affordable again for Nevada families** — fighting to bring down everyday costs, especially housing and healthcare. They need to hear that he has a proven track record of standing up for our community, and that he is **endorsed by police, firefighters, and law enforcement groups across the state.**

Voters also need to hear **contrastive messaging about Erica Neely's record** — who she works for, who she answers to, her close association with Donald Trump, and where she stands on the issues that matter most to Nevada families. Documentation of her record, in her own words and from public sources, can be found at **EricaNeelyRecord.com.**

Voters in this district rely overwhelmingly on digital and streaming channels for information about local elections, which is why a sustained, layered program across digital, CTV/OTT, and direct mail is the most effective way to reach them. Interested parties who share the goal of making life affordable again for Nevada families should consider this memo a statement of the campaign's view of the communication priorities between now and Election Day.

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