

**From:** Alicia Hesse <AliciaH@newsmax.com>  
**Sent:** Tuesday, October 5, 2021 4:14 PM  
**To:** Stroyke, Brooke  
**Cc:** Alicia Hesse  
**Subject:** [EXTERNAL] Time sensitive: Interview with Eric Bolling on Newsmax

**Importance:** High

Hi Brooke! My name is Alicia and I'm Eric Bolling's TV Booker at Newsmax on his show "The Balance." **Eric would like to invite Gov. Gianforte on our program tomorrow (Wednesday Oct 6)** to discuss his banding together with Gov. Abbott and 9 other Governors to combat the border crisis. This would be live for 6-7 minutes via Skype/Zoom, studio, or satellite truck in the 3pm CT/4pm ET hour or pre-taped earlier in the day. Eric has been closely following the border crisis and wants to continue to shine a light on the truth of what's happening and a pathway to restoring law and order. Please give me a call ASAP if you want to move forward with this. (201) 572-1273

"The Balance" has quickly become one of the top-rated shows on the network, and even outperforms our primetime shows. *Viewership for Eric's show has grown by more than 60%* from where it was before his show launched in this hour in July. What's more, Newsmax is the 2nd largest conservative cable network in the country and offers an opportunity to reach millions of Americans who AREN'T watching other mainstream media outlets. Newsmax is pulling in 4 million unique viewers who aren't watching Fox News, and 2 million viewers who aren't watching any of the other MSM outlets. We also have the largest group of Independent voters watching, with roughly 37% of our audience being Independent voters. Plus, Newsmax really is the People's network as we are the only cable TV outlet that is not behind a paywall. Here are some other segments from "The Balance" since we launched at the end of July:

- **Gov. Abbott** sends the National Guard to secure our border - "It seems like President Biden simply is ignoring the reality of what's taking place on the ground, he seems to have his head in the sand." <https://twitter.com/newsmax/status/1420494294595641349?s=20> [url.emailprotection.link]
- **Sen. Ted Cruz** blasts Democrats' latest "disaster of hypocrisy" <https://www.youtube.com/watch?v=YCQ6Ma5uxMg> [youtube.com]
- **Sen. Lindsey Graham** unveils letter to Biden: "I think the guy deserves to be impeached" [https://www.youtube.com/watch?v=s\\_19CajT9Qo](https://www.youtube.com/watch?v=s_19CajT9Qo) [youtube.com]
- **Gail and Johnny Spann, parents of the first American killed in Afghanistan**, discuss the sacrifices made over the past 20 years as we examine how the Taliban took Kabul <https://twitter.com/newsmax/status/1427752471565246465?s=20> [twitter.com]
- **Florida Senator Rubio** speaks about his mission to grant wider internet access to Cuban citizens which in recent months has been set back by a 'problematic' Biden White House <https://twitter.com/newsmax/status/1425277291244969984?s=20> [twitter.com]
- **Olympic Gold Medalist Tamyra Mensah-Stock** on the love for USA - "there are people out there that still love America, I am one of them and by the grace of God I've been put on this platform to let you guys know." <https://twitter.com/newsmax/status/1427740769620742150?s=20> [url.emailprotection.link]

Best,  
Alicia Hesse  
Newsmax TV Booker