

**From:** Ferrise, Patrick <Patrick.Ferrise@siriusxm.com>  
**To:** Adams, ChaneyChaneyAdams@gov.sc.gov  
**CC:** Symmes, BrianBrianSymmes@gov.sc.gov  
rob@nikkihaley.comrob@nikkihaley.com  
**Date:** 2/18/2016 9:56:21 AM  
**Subject:** SiriusXM "Leading Ladies" national event proposal for Governor Nikki Haley March 5th in DC around Gridiron dinner

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Dear Ms. Adams,

Hope you are well.

SiriusXM would be honored to host Governor Haley in "Leading Ladies."

We would be pleased to offer the SiriusXM platform, reaching over 30 million subscribers, to discuss her endorsement of Senator Marco Rubio as well as her impressive record, her life story, her vision for the Republican Party and America.

I saw that Governor Haley will be in DC on March 5<sup>th</sup> for the Gridiron dinner. I am proposing we tape at a convenient time for Governor Haley during her upcoming trip to Washington, DC in March. I have put a hold on the SiriusXM performance studios for the event. Our studios are in DC and very close to the Capitol.

Governor Haley's Leading Ladies event would receive SiriusXM's highest level of promotion leading up to the air date.

The townhall event would air multiple times on multiple SiriusXM channels: Patriot (conservative), POTUS (non-partisan) and Stars (lifestyle) . In addition, we would invite media to cover the event and heavily promote.

I'd greatly appreciate it if you might have five minutes to discuss this SiriusXM special opportunity for Governor Haley.

I have been in touch with Brian and Rob as well and I am copying them too.

I'm also including the original email (below) with details and deliverables.

Thank you!

Patrick Ferrise

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**From:** Ferrise, Patrick  
**Sent:** Tuesday, January 19, 2016 11:15 AM  
**To:** 'chaneyadams@gov.sc.gov' <chaneyadams@gov.sc.gov>  
**Cc:** 'BrianSymmes@gov.sc.gov' <BrianSymmes@gov.sc.gov>  
**Subject:** SiriusXM "Leading Ladies" national event proposal for Governor Nikki Haley

Dear Ms. Adams,

Brian Symmes referred me to you regarding SiriusXM's "Leading Ladies" proposal for Governor Nikki Haley.

I'm attaching the original email below, including the reference from David Jackson, from USA Today, to Rob Godfrey.

SiriusXM would be thrilled and honored to host Governor Haley in Leading Ladies. This is a national platform for her messaging, reaching our 30 million plus subscribers. In addition her Leading Ladies event will receive major

promotion on all SiriusXM channels. As stated in the proposal, the Governor's event would air on conservative, non-partisan, and lifestyle/news channels on SiriusXM multiple times. Past events with guests : Ann Romney, Leader Pelosi, and Peggy Noonan (to name a few), have received picks-ups from national news outlets as well.

I greatly appreciate you reading the SiriusXM proposal.

Is there a good time today or tomorrow to follow up with you via phone?

Thank you so much!

Patrick Ferrise

Dear Mr. Symmes

My name is Patrick Ferrise and I'm Senior Producer with the POTUS channel on SiriusXM Satellite Radio. David Jackson, from USA Today, referred me to Rob Godfrey as well. He's a frequent guest on the show that I produce, called the Press Pool with Julie Mason.

SiriusXM would like to invite Governor Nikki Haley to take part in our *Leading Ladies* series, which honors groundbreaking women in their field. The interview will showcase Governor Haley's inspiring life story, talk about her most inspiring mentors (and whom she has mentored), discuss the need for women in strong leadership roles, and spotlight her vision for the Republican party and the country.

Sen. Olympia Snowe, Ann Romney, Peggy Noonan, Dana Perino, Rep. Marsha Blackburn (with Rep. Carolyn Maloney), Leader Nancy Pelosi, Rep. Wasserman Schultz, and Andrea Mitchell have been past guests in the *Leading Ladies* series.

*Leading Ladies* is a 50 minute taped event with a studio audience, which will be comprised of college Republicans, SiriusXM listeners, and journalists (approved by the Governors' team). Plus, questions from Twitter and Facebook. We would love to host Governor Haley here at our SiriusXM studios in either Washington, DC or New York City, or we are happy to come to South Carolina.

Julie Mason, who covered the White House for over 15 years for the Houston Chronicle and POLITICO, will serve as moderator. Julie hosts "The Press Pool," heard weekdays from 3-6 pm on the POTUS channel. Julie was a regular commentator on FOX with Bret Bair, as well as MSNBC. She has interviewed President George W. Bush, President Jimmy Carter, and covered multiple Presidential campaigns.

Governor Haley's *Leading Ladies* event will air multiple times on multiple SiriusXM channels: POTUS (non-partisan politics), Patriot (conservative politics) and Stars (lifestyle and news programming for women). Past *Leading Ladies* events have received media coverage from CNN, Washington Post, USA Today, Daily Caller, Huffington Post, Breitbart, The Hill and ABC News, to name a few.

Governor Haley's *Leading Ladies* event will receive the company's highest level of promotion, with a series of pre-recorded promos running on all SiriusXM news, talk, and entertainment channels leading up to the event, and reaching over 30 million SiriusXM subscribers.

SiriusXM would be honored to host Governor Haley in this unique opportunity to profile her life.

I've attached a more detailed proposal with deliverables and pictures from past *Leading Ladies* events.

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