

GOP puts more boots on the ground in Nev.

By Ben Botkin, Las Vegas Review-Journal

Republicans are taking the lessons they learned from the past three presidential elections and putting them to use in Nevada and elsewhere in 2016.

It's led to an added emphasis on a boots-on-the-ground approach in the Silver State and much less reliance on phone banks to reach and recruit potential voters.

National and state Republican leaders reached this point by starting early with planning and taking a look at what worked – and didn't work – in the past three presidential elections. Republicans won just one of those – in 2004 when President George W. Bush was re-elected. President Barack Obama won the next two in 2008 and 2012.

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