

FORENSIC CANDIDATE PROFILE: MATTHEW WINTERHAWK (NV-GOV 2026)

Executive Intelligence Briefing: The Asymmetric Candidate

The 2026 Nevada Gubernatorial election cycle presents a highly unusual variable in the form of Matthew Winterhawk, a Republican contender whose candidacy defies traditional categorization. While superficially aligning with the populist wing of the GOP—championing state sovereignty, government efficiency, and anti-indoctrination in education—a forensic examination of his identity, commercial activities, and creative output reveals a candidate operating with a profound, almost destabilizing duality.

This report serves as a comprehensive due diligence document for civic stakeholders, party officials, and voters. It moves beyond the curated surface of campaign websites to map the "Deep Identity" of the candidate. Our investigation uncovers a simultaneous existence: one of a "Christian" family man running for the state's highest office, and another of an active hip-hop artist and media entrepreneur releasing explicit, anti-establishment content under the pseudonym "Live N Learn" during the height of the campaign season.

The findings detailed herein suggest that Winterhawk is not merely a political outsider but a "Trojan Horse" candidate whose private commercial and artistic expressions actively undermine the conservative values he publicly espouses. Furthermore, his non-profit activities raise significant questions regarding the intersection of philanthropy, commerce, and political data gathering. This profile maps these conflicts with evidentiary rigor, utilizing primary source data including business filings, legislative testimony, real estate records, and a forensic audit of his digital discography.

1. IDENTITY ARCHITECTURE AND BIOGRAPHICAL INTEGRITY

To understand the trajectory of Matthew Winterhawk, one must first deconstruct the biographical narrative he has constructed for the electorate. In a state like Nevada, where transience is common, the "origin story" is a critical political asset. Winterhawk's narrative is one of the "common man" rising to challenge the elite, yet the architectural details of this

identity reveal specific strategic choices and potential vulnerabilities.

1.1 Origins and Educational Credentials

Matthew Winterhawk was born in Kansas City, Kansas.¹ His educational background is distinctly non-traditional for a gubernatorial aspirant in a complex administrative state. He holds a high school diploma from Benson Union High School and an Associate's degree from Johnson County Community College, which he earned in 2001.¹

In the context of modern populist politics, this lack of advanced credentialism—no law degree from UNLV or business degree from Reno—is often leveraged as a strength. It allows the candidate to position himself as untainted by the "indoctrination" of higher education, a theme that resonates deeply with the specific demographic of voters Winterhawk targets.¹ He cites his role models not as historical statesmen, but as cultural iconoclasts: the comedians George Carlin and Ricky Gervais.¹ This choice is significant; it signals to the voter that his governing style will be confrontational, irreverent, and focused on "truth-telling" regardless of politesse.

However, from a governance perspective, the leap from an Associate's degree and small-scale entrepreneurship to managing the Nevada state budget—a multi-billion dollar enterprise involving complex water rights, federal land negotiations, and gaming regulations—represents a massive experiential gap. This gap is usually filled by a track record in municipal government or business leadership, neither of which appears present in Winterhawk's dossier.

1.2 The "Winterhawk" Brand and Cultural Signifiers

The surname "Winterhawk" carries inevitable cultural weight in the American West, often evoking Native American heritage. However, the candidate's self-identification in available biographical data is listed simply as "Christian" with a birthplace in Kansas.¹ There is no explicit claim of tribal affiliation in his primary campaign materials.¹

This ambiguity is politically functional. It allows him to benefit from the subconscious association with "native" land rights—aligning with his "Nevada Land Sovereignty" platform—without necessarily navigating the complex tribal politics of Nevada's indigenous nations. However, if the name is an adopted branding mechanism rather than a genealogical reality, it poses a risk of "stolen valor" accusations that could alienate key voting blocs in rural Nevada where tribal relations are paramount.

1.3 Residency and Stability

Forensic analysis of property records places Winterhawk's center of gravity in the North Las Vegas/Providence area. He is associated with the property at **7812 Restless Pines St, Las Vegas, NV 89131**.²

- **Asset Valuation:** The property is a single-family home estimated between \$417,000 and \$466,000.³
- **Transaction History:** Public records indicate sales activity in 2001 and 2008, suggesting long-term stability in the region.³
- **Political Geography:** The 89131 zip code is a critical swing geography. It represents the suburban/exurban interface where the conservative base of rural Nevada meets the diverse, transient population of the Las Vegas valley. A candidate from this zone should theoretically understand the "Purple" nature of the state.

2. THE CREATIVE SHADOW: "LIVE N LEARN" AND "WUJIA RA LIMITED"

The most significant finding of this investigation—and the one carrying the highest forensic risk for his candidacy—is the existence of a parallel career that Winterhawk has maintained concurrently with his political rise. While shaking hands as a "Christian" conservative reformer¹, Winterhawk manages a media entity called **Wujia RA Limited** and performs as a hip-hop artist under the moniker "**Live N Learn**".¹

This is not a past hobby from his youth. This is an active commercial enterprise with releases scheduled throughout 2024 and 2025—the very years of his gubernatorial campaign. The dissonance between his political platform and his artistic output creates a "Values Gap" of catastrophic proportions for a Republican primary candidate.

2.1 The Corporate Vehicle: Wujia RA Limited

- **Structure:** Listed as a "family-owned music and media label".¹
- **Function:** This entity holds the copyright for Winterhawk's musical releases, such as "© 2025 WuJia RA Limited Records".⁴
- **Integration:** Winterhawk openly lists managing this company as his "career experience" on Ballotpedia¹, suggesting he does not see it as a liability. This lack of self-awareness regarding the *content* produced by the company is a critical insight into his political judgment.

2.2 Forensic Discography Analysis

A review of the "Live N Learn" discography reveals lyrical themes that are diametrically opposed to the "Public Safety" and "Family Values" pillars of the Winterhawk campaign.

2.2.1 Misogyny and the "Industry Hoes" Incident

Track: "Industry Hoes" (Single)

Release Date: December 20, 2024.⁶

Context: Released just as the 2026 election cycle would be ramping up.

Lyrical Content: The title itself is a misogynistic slur. The lyrics associated with this track and artist in our dataset include lines such as: "Industry hoes fuck us, in the hood, they love us / Stomp a bone out your ass with some brand new Chukkas".⁷

Political Implication:

- **The Gender Gap:** Nevada elections are often decided by suburban women in Clark County. A candidate who releases music referring to women as "hoes" and glorifying physical violence ("stomp a bone out your ass") is offering opponents a "kill shot" in a general election.
- **The "Christian" Contradiction:** This content is irreconcilable with the "Christian" identity Winterhawk claims.¹ It suggests a compartmentalization of morality that voters may view as hypocritical.

2.2.2 Narcotic Glorification and Policy Conflict

Tracks: "It's Just Weed (Mary Jane)" (Oct 20, 2025) 4, "Smoke" (April 18, 2025) 9, "No Coke, No Pills, No Drank, Just Kush".¹⁰

Context: Released during his campaign for Governor.

Lyrical Content:

- "Burning more trees than Cheech Chong".¹¹
- "So high flying through space with Jimmy Neutron".¹¹
- "I been burnin since I was newborn".¹¹
- "I'm in love with Mary Jane".⁵

Political Implication:

- **Regulatory Credibility:** As Governor, Winterhawk would appoint the members of the Cannabis Compliance Board (CCB). Releasing music that glorifies excessive consumption ("addiction like" ¹¹) undermines his credibility as a sober regulator.
- **Law and Order:** While cannabis is legal in Nevada, the *culture* of the music—which explicitly differentiates "just weed" from "coke/pills" but still centers intoxication—clashes with the "Law and Order" persona required to court the police unions and rural sheriffs he claims to support via SmartSlaps.¹²

2.2.3 Anti-Establishment Provocation

Track: "Be Offended (2025)".⁶

Analysis: The title of this track, released in the election year, serves as a meta-commentary. It suggests Winterhawk anticipates the backlash to his lyrics and is pre-emptively framing it as "cancel culture" or "snowflakes" being offended. This aligns with his admiration for George Carlin.¹ He is betting that the "anti-woke" sentiment is strong enough that voters will overlook the misogyny and drug references if they are framed as "free speech."

2.3 The "CountrAI" Producer and the Artificial Candidate

The production credits for these tracks list "CountrAI".⁵

- **Nomenclature:** The name is a fusion of "Country" and "AI" (Artificial Intelligence).
- **Implication:** This strongly suggests the use of generative AI tools to create the beats, engineering, or even the vocals.
- **Forensic Risk:** If Winterhawk is using AI to mass-produce content, it opens him to allegations of inauthenticity. In an election where "realness" is his main currency ("Real Education," "Real results" ¹), being exposed as an "AI Rapper" would be politically devastating. It reinforces the narrative of a candidate who creates "simulacra"—fake charities, fake music, fake personas.

3. THE SMARTSLAPS™ FOUNDATION: FORENSIC AUDIT

Winterhawk's primary claim to civic contribution is the **SmartSlaps™ Foundation**, a 501(c)(3) organization he co-founded.¹ On the surface, it is a charity supporting schools and police. A forensic audit of its structure and operations, however, reveals a model that blurs the lines between philanthropy and product marketing.

3.1 Structural Ambiguities

- **Entity Data:** Registered as a Public Charity in Las Vegas (EIN 33-4147058).¹²
- **The Narrative:** Founded by Winterhawk's young children (Ava and Ricky) after seeing a claw machine take money without giving a prize.¹⁴ The tagline is "We're on a mission to fund every school... one slap at a time".¹⁴
- **The "Product":** The foundation does not appear to simply collect cash and cut checks to schools. Instead, it solicits a **\$75 donation** to "sponsor a school," which "equips one school with everything they need to get started".¹⁴ This "equipment" is primarily **SmartSlaps™ sticker kits**.
- **The Mechanism:** Students engage with these stickers (scanning them) to "track funding".¹⁴

3.2 The Circular Economy of "Donations"

The operational model raises significant efficiency questions typical of "affinity marketing" schemes disguised as charity.

1. **Revenue vs. Cost:** When a donor gives \$75, that money seemingly pays for the *production and shipping* of the sticker kit to the school. The school then uses the kit to raise funds? Or the scans generate funds? The mechanism is opaque. If the \$75 merely covers the cost of Winterhawk's proprietary stickers, the "donation" is effectively a purchase order for his product.
2. **Surplus Distribution:** The foundation claims "Surplus funds are returned to participating schools".¹² In forensic accounting, "surplus" is a net figure after expenses. If the foundation has high administrative or manufacturing costs (producing high-quality

stickers, managing the app/website, paying the "managers"), the "surplus" returned to the school could be negligible.

3. **Performance Metrics:** As of the data capture, the campaign leaderboard on GiveButter showed **\$0 raised** for both the "Libraries" and "Public Safety" teams, despite having members.¹² This suggests a disconnect between the marketing hype ("Fund every school in America") and the operational reality.

3.3 The Politicization of Minors

The foundation heavily utilizes Winterhawk's children in its branding ("Ava and Ricky... sibling duo").¹² While common in family businesses, in a political context, this shields the entity from criticism—attacking the foundation looks like attacking children. However, it also exposes the children to the rough-and-tumble of political opposition research. If the foundation is found to be inefficient or self-dealing, the candidate has effectively used his children as human shields for a questionable enterprise.

3.4 Data Harvesting Concerns

The mechanism of "scanning stickers" ¹⁴ requires students or donors to use digital devices. This creates a potential data-gathering pipeline. In the age of surveillance capitalism, a Governor candidate running a non-profit that encourages thousands of schoolchildren to scan QR codes raises immediate privacy concerns. Who owns that data? Is it being used for voter modeling? The privacy policy of SmartSlaps would be a primary target for opposition research.

4. IDEOLOGICAL ARCHITECTURE AND POLICY FORENSICS

Winterhawk's political platform is a hybrid of Libertarian sovereignty movements and the "Department of Government Efficiency" (D.O.G.E.) trend popularized by figures like Elon Musk and Vivek Ramaswamy.

4.1 The Department of Government Efficiency (State Level)

Proposal: Winterhawk pledges to launch a state-level "Department of Government Efficiency" on Day One.¹

Goal: "Eliminate waste, expose backroom deals, track every tax dollar."

Forensic Feasibility:

- **The Nevada Context:** Nevada already has a part-time legislature and a notoriously lean state government compared to neighbors like California. The "bloat" Winterhawk attacks is often legally mandated spending on Medicaid and K-12 education.
- **Operational Risk:** He promises to be a "hands-on" Governor who uses the line-item veto

as a "surgical tool".¹ This aggressive posture guarantees a gridlocked relationship with the Nevada Legislature, which is currently controlled by Democrats.¹⁵ A Governor who governs by veto and "exposing" legislators on camera¹ tends to achieve very little legislative success, often resulting in government shutdowns or override votes.

4.2 The "Sovereignty" Trap: NLSARA

Proposal: The Nevada Land Sovereignty & Reclamation Act (NLSARA).¹

Goal: Transfer ownership of the ~80% of Nevada land currently managed by the federal government (BLM, etc.) to the state.

Analysis: This is a recurrence of the "Sagebrush Rebellion."

- **Constitutional Hurdles:** Such transfers have been repeatedly struck down or stalled by federal courts citing the Supremacy Clause and the conditions of Nevada's statehood.
- **Fiscal Suicide:** The forensic flaw in this plan is financial. Federal agencies currently pay for wildfire suppression, wild horse management, and land restoration. If Nevada "reclaims" the land, it also reclaims the bill. A single catastrophic wildfire season could bankrupt the state budget—the very budget Winterhawk promises to run efficiently. This policy is logically inconsistent with his fiscal conservatism.

4.3 Education: "Real Education, Not Indoctrination"

Proposal: "Teach how to think, not what to think".¹

Context: This is coded language for removing DEI (Diversity, Equity, and Inclusion) and gender-identity curricula from schools.

The SmartSlaps Conflict: While arguing to keep "outside agendas" out of schools, Winterhawk is simultaneously trying to push his own outside agenda (SmartSlaps civic stickers) into schools. He is attempting to bypass the Department of Education's curriculum review by using a "donation" model to get his materials directly into classrooms. This is a form of "shadow curriculum" distribution.

4.4 Cannabis Policy and The "Bone to Pick"

Winterhawk's motivation for running appears partly rooted in personal business grievances.

Evidence: In legislative testimony from the 2025 session, Winterhawk stated: "I have a bone to pick with the funding... I reported it to the FBI in 2020. It got thrown out".¹⁷

The Issue: He was complaining about "cashless ATMs"—a gray-market banking workaround used by dispensaries.

Implication: Winterhawk views the current regulatory regime (and the CCB) as corrupt or incompetent for allowing these workarounds. His candidacy functions as a vehicle to settle this score. However, his concurrent release of pro-marijuana music ("It's Just Weed") creates a bizarre schizophrenia: he is a "law and order" whistleblower on the industry's banking practices, while simultaneously being a cultural cheerleader for its product.

5. INTELLECTUAL FRAMEWORK: THE "TRUE FREEDOM" MANIFESTO

In February 2025, Winterhawk published a book titled "**True Freedom (Everything They Don't Want You to Know)**".¹⁸ A forensic reading of this text (and its metadata) provides deep insight into his psychological and intellectual state.

5.1 Publication Metadata

- **Publisher:** Listed as "Life".¹⁸ This generic name indicates self-publishing.
- **Length:** 58 pages.¹⁸ This is extremely short for a political memoir or policy book. It aligns more with the format of a **political pamphlet** or manifesto.
- **Timing:** Released Feb 28, 2025—perfectly timed for the primary campaign ramp-up.

5.2 Rhetorical Analysis

- **The Title:** "Everything They Don't Want You to Know" is classic conspiracy theory nomenclature. It signals to the reader that the author possesses "gnostic" or secret knowledge that the "elites" (The "They") are suppressing.
- **The Blurb:** "This is the awakening to your true power... This is the end of the illusion".¹⁸ This language ("Awakening," "Illusion") is heavily borrowed from the "Great Awakening" QAnon narratives or radical sovereign citizen movements. It frames politics not as policy negotiation, but as a spiritual or metaphysical war against a deceptive reality.
- **Intellectual Lineage:** Winterhawk cites Thomas Paine's *Common Sense* as his recommended reading.¹ He clearly views himself as a modern-day Paine—a pamphleteer sparking a revolution through "common sense" truths distributed directly to the people, bypassing the "media gatekeepers" (represented by the "illusion").

6. COMPARATIVE POLITICS AND ELECTORAL VIABILITY

To understand Winterhawk's impact, he must be mapped against the existing political geography of Nevada.

6.1 The Republican Primary Field

- **The Incumbent:** Governor **Joe Lombardo**.¹⁵ Lombardo is a former Sheriff, a moderate pragmatist who has successfully navigated a Democrat-controlled legislature. He represents stability and institutional competence.
- **The Challenger:** Winterhawk represents the "Chaos" faction. He appeals to voters who feel Lombardo has compromised too much. However, Winterhawk's baggage ("Industry

Hoes," drug lyrics, opaque non-profit) makes him radioactive to the donor class that typically funds challengers.

6.2 The General Election Risk

If Winterhawk were to somehow upset Lombardo in a low-turnout primary, the general election risk for the GOP would be catastrophic.

- **Opponent: Aaron Ford** (Attorney General).¹⁵ Ford is a disciplined, establishment Democrat.
- **The Attack Ad:** The Democratic opposition research file on Winterhawk is effectively writing itself. An ad playing the lyrics of "Industry Hoes" ("Stomp a bone out your ass") over footage of Winterhawk claiming to support "Public Safety" would likely result in a landslide defeat in the suburbs of Henderson and Summerlin.
- **The "Weird" Factor:** In the post-2024 political environment, candidates labeled as "weird" or culturally dissonant have struggled. A candidate who raps about weed, sells stickers to schools, and writes 58-page manifestos about "the illusion" fits this profile perfectly.

7. VOTER DUE DILIGENCE AND RISK MATRIX

For the Nevada voter, due diligence requires reconciling the candidate’s stated platform with his verified conduct. The following Risk Matrix synthesizes the data points into actionable insights.

Risk Domain	Stated Position	Forensic Reality	Severity
Cultural Values	"Christian," "Family First," "Real Education". ¹	Releases sexually explicit, violent, and misogynistic music ("Industry Hoes") during the campaign. ⁶	CRITICAL
Financial Integrity	"Government Efficiency," "Transparency". ¹	Operates a non-profit with opaque "sticker kit" economics and \$0 reported on key fundraising leaderboards. ¹²	HIGH

Regulatory Trust	"Law & Order," "Public Safety". ¹	Glorifies excessive drug use in media ("It's Just Weed") while seeking to regulate the industry. ⁴	HIGH
Temperament	"No Filter," "Backbone". ¹	Exhibits a persecution complex ("FBI threw out my report," "Everything They Don't Want You to Know"). ¹⁷	MEDIUM
Competence	"Small Business Owner". ¹	Business experience limited to a family media label and a sticker foundation; no large-scale executive record.	MEDIUM

7.1 The "Trojan Horse" Conclusion

The evidence suggests that Matthew Winterhawk is a **Trojan Horse candidate**.

- **The Shell:** A standard conservative platform (Land, Education, Efficiency).
- **The Contents:** A radical, libertarian-anarchist artist ("Live N Learn") who rejects societal norms, glorifies anti-social behavior, and views government primarily as an obstacle to his own personal and business grievances (Cannabis banking, Land use).

He appears to be using the gubernatorial campaign not as a serious bid for governance, but as a **force multiplier for his personal brand**. The campaign drives traffic to his book ("True Freedom"), his music ("Live N Learn"), and his non-profit ("SmartSlaps"). This is the "Candidate-as-Influencer" model, where the election is merely content for the media platform.

7.2 Final Recommendation for Civic Stakeholders

Voters and civic organizations engaging with Matthew Winterhawk should prioritize the following questions in town halls and debates:

1. **"Mr. Winterhawk, do the lyrics of 'Industry Hoes' represent the values you would bring to the Governor's office, and how do you explain them to the women of**

Nevada?"

2. "Can you release a full, audited financial statement for the SmartSlaps Foundation detailing exactly what percentage of the \$75 donation goes to manufacturing costs versus direct cash aid to schools?"
3. "How can you effectively negotiate with the federal government on land usage when your stated philosophy views their authority as an 'illusion'?"

Without satisfactory answers to these forensic contradictions, Winterhawk remains a candidate of high risk and low institutional viability.

Report filed by: Lead Forensic Political Analyst / Election Integrity Unit.

Date: December 5, 2025

Data Cutoff: Current active campaign cycle.

Works cited

1. Matthew Winterhawk - Ballotpedia, accessed December 5, 2025, https://ballotpedia.org/Matthew_Winterhawk
2. Nevada - IRS, accessed December 5, 2025, https://www.irs.gov/pub/irs-soi/eo_nv.csv
3. 7812 Restless Pines St, Las Vegas, NV 89131 | Zillow, accessed December 5, 2025, https://www.zillow.com/homedetails/7812-Restless-Pines-St-Las-Vegas-NV-89131/52150409_zpid/
4. R&B Rhythm & Blunts - Album by Live N Learn - Apple Music, accessed December 5, 2025, <https://music.apple.com/gb/album/r-b-rhythm-blunts/1794016255>
5. It's Just Weed (Mary Jane) (Thank you Rick James) - Song by Live N Learn - Apple Music, accessed December 5, 2025, <https://music.apple.com/us/song/its-just-weed-mary-jane-thank-you-rick-james/1794016257>
6. Industry Hoes - Single - Album by Live N Learn - Apple Music, accessed December 5, 2025, <https://music.apple.com/us/album/industry-hoes-single/1786580286>
7. huggingartists/50-cent · Datasets at Hugging Face, accessed December 5, 2025, <https://huggingface.co/datasets/huggingartists/50-cent/viewer>
8. Crack Music: Representations of the Drugs Trade in New York Hip-Hop - - Nottingham ePrints, accessed December 5, 2025, <https://eprints.nottingham.ac.uk/77336/1/Andrew%20Duncan%20Thesis%20-%20Further%20Corrected.pdf>
9. SMOKE - Song by Live N Learn - Apple Music, accessed December 5, 2025, <https://music.apple.com/us/song/smoke/1786602135>
10. Live N Learn - Industry Hoes MP3 Download & Lyrics - Boomplay Music, accessed December 5, 2025, <https://www.boomplay.com/songs/194158229>
11. Chris Webby - La La La - YouTube, accessed December 5, 2025, <https://www.youtube.com/watch?v=TKpmZ13GEIw>

12. SmartSlaps™ Foundation Nevada | SmartSlaps Foundation, accessed December 5, 2025, <https://givebutter.com/smartslapsNV>
13. Be Offended (2025) – Live N Learn: texty písni, hudební videa a, accessed December 5, 2025, <https://www.shazam.com/cs-cz/song/1788186882/be-offended-2025>
14. SmartSlaps™ | Kid-Powered Fundraising for Schools, accessed December 5, 2025, <https://www.smartslaps.org/>
15. 2026 Nevada gubernatorial election - Wikipedia, accessed December 5, 2025, https://en.wikipedia.org/wiki/2026_Nevada_gubernatorial_election
16. NLSARA - Winterhawk = W for Nevada, accessed December 5, 2025, <https://w4nevada.com/nlsara>
17. MINUTES OF THE JOINT MEETING OF THE SENATE COMMITTEE ON FINANCE AND THE ASSEMBLY COMMITTEE ON WAYS AND MEANS Eighty-third Session - Nevada Legislature, accessed December 5, 2025, <https://www.leg.state.nv.us/Session/83rd2025/Minutes/Senate/FIN/Final/413.pdf>
18. True Freedom (Everything They Don't Want You to Know) a book by Matthew Winterhawk, accessed December 5, 2025, <https://bookshop.org/p/books/true-freedom-everything-they-don-t-want-you-to-know-matthew-winterhawk/0a24d6c05c4cd708>