



PRESS KIT

TURNING POINT USA

P R E S S C O N T A C T

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ABOUT US

Turning Point USA is a 501(c)3 non-profit organization founded in 2012 by Charlie Kirk. The organization's mission is to identify, educate, train, and organize students to promote the principles of freedom, free markets, and limited government. Turning Point USA believes that every young person can be enlightened to true free market values. Since its founding, Turning Point USA has embarked on a mission to build the most organized, active, and powerful conservative grassroots activist network on high school and college campuses across the country. With a presence on over 2,000 campuses, Turning Point USA is the largest and fastest-growing youth organization in America.

WHAT WE BELIEVE

- The United States of America is the greatest country in the **HISTORY OF THE WORLD.**
- The US Constitution is the most exceptional political document **EVER WRITTEN.**
- Capitalism is the most moral and proven economic system **EVER DISCOVERED.**
- That we play offense with a sense of urgency to **WIN AMERICA'S CULTURE WAR.**



THE NATIONAL FIELD PROGRAM

The National Field Program is dedicated to supporting students on campuses daily through setting up tables, engaging in face-to-face conversations, distributing educational literature, registering new student activists, and hosting campus events. TPUSA currently employs over 250 full and part-time staff dedicated to recruiting new activists, registering voters, and becoming major leaders of the movement in their community.

TPUSA has established over 800 chapters covering all 50 states, and has built a substantial network of the next generation of supporters, activists and leaders. Each semester, Charlie Kirk embarks on a nation-wide campus tour to challenge the status quo and encourage free thinking -- something too often neglected on college campuses today.

Recently, TPUSA has launched the Turning Point [Alumni Program](#) that seeks to engage student activists following graduation, supporters and activists into adulthood.



ACTIVISM

Turning Point USA offers a variety of resources to student activists committed to organizing and promoting conservative values on campuses.

ACTIVISM GRANTS

Turning Point USA offers Activism Grants to students who are planning events and projects that will advance the principles of limited government, free markets, and capitalism.

ACTIVISM KITS



Turning Point USA provides activism kits filled with flyers, booklets, buttons, stickers, rally signs, sign-up cards, and more.

FIELD STAFF SUPPORT

Turning Point USA Field Representatives are available to advise and assist student activists. From starting a campus organization to enhancing activism initiatives, Field Representatives are here to help.

[DOWNLOAD PHOTOS](#)

TPUSA CONTRIBUTORS



CHARLIE KIRK

Charlie Kirk is the Founder and President of Turning Point USA, a national student movement dedicated to identifying, organizing, and empowering young people to promote the principles of free markets and limited government. With a presence on over 2,000 high school and college campuses nationwide, 250,000 student members, and over 450 full- and part-time staff all across the country, Turning Point USA is the largest and fastest growing conservative youth activist organization in the country. At just 27-years-old, Charlie has appeared on Fox News, FOX Business News, and CNBC over a thousand times. He's also a columnist at Newsweek

and his writings can be seen on Fox News, The Hill, RealClearPolitics, The Washington Times, Breitbart, American Greatness, Daily Caller, and Human Events. Charlie was named to the Forbes "30 under 30" list, was the youngest speaker at the 2016 Republican National Convention and was the opening speaker at the 2020 RNC. He's the author of three books including the #1 Amazon and New York Times best seller, "The MAGA Doctrine: The Only Ideas that Will Win the Future" from Broadside Books, an imprint of Harper Collins.

In 2020, Charlie chaired Students for Trump, which activated hundreds of thousands of new college voters through its more than 350 chapters present on campuses in battleground states. His social media reaches over 100 million people per month and according to Axios he is one of the "top 10 most engaged" Twitter handles in the world. Charlie is the host of "The Charlie Kirk Show" podcast, which regularly ranks among the top 10 shows on Apple News podcast charts, and as of October 2020, Charlie took his podcast to broadcast and became the host of the new, nationally syndicated daily radio show broadcasting on the Salem Radio Network live from 12 - 3 PM ET all across the country.



GRAHAM ALLEN

Former Army Staff Sergeant and 12 year Army Combat Veteran, Graham is responsible for one of the fastest growing social media platforms in the country.

Graham Allen is a Turning Point USA Contributor. In 2017 he was Named in Huffington Post's "22 Veterans To Watch in 2017". Graham is responsible for over 1 BILLION video views, over 5 Million Followers, a Hit TV Show (Rant Nation), and one of the hottest and fastest rising podcasts in the Nation (Dear America Podcast)!

As a rising Entrepreneur, Graham is the founder of Graham Allen Media LLC, Pain is a Liar™, and Editor and Chief at DailyRants.com. A supporter of the Veteran, Law Enforcement, Firefighter, and First Responder Community, Graham, along with his wife, started the 501(c)3 Charity The Dear America Foundation.

For those who can't...he will say it for you!

*Graham served in two tours to Operation Iraqi Freedom.

Benny is the Chief Creative Officer of Turning Point USA. He is obsessed with the intersection of politics, culture and the social web. He believes conservatives deserve a better class of internet and sets out day-to-day creating one. Oftentimes, that involves cooking bacon on a machine gun and making some of the internet's most hated videos.

Benny has worked at the tip-of-the-spear in viral publishing. He has previously held the position of Viral Politics Editor at BuzzFeed, Viral Politics editor at TheBlaze, Digital Director of National Review; Creative Director of IJR. Previously, Benny served as a reporter for Tucker Carlson's Daily Caller.



BENNY JOHNSON



Benny joined the TPUSA family in 2019 and currently oversees the Productions Department. Benny is based in Washington D.C. and hails from Cedar Rapids, Iowa.



KENDALL JONES

Originally known as the Texas Tech cheerleading hunter, Kendall Jones has since elevated her brand as a social influencer in the outdoor industry. With over 1.2 million followers across social platforms she currently works with many brands in the outdoor industry to spread the word of conservation and to educate the public on hunting, the 2nd amendment, and the outdoor lifestyle she lives on a daily basis.

Kendall has a love for children and works to create opportunities for children to get involved in the outdoors. Kendall has combated social hate, negative publicity and many obstacles along the way.

Her ability to rise above the bullying and attacks is something that has inspired many to step into their fears and reach for their goals.

Jordan Rachel is a Turning Point USA Contributor. She was born and raised in Bellevue, Washington, USA, and began her university studies at the University of Arizona in Tucson where she studied business and communications. During her second year of college, she was cast as a lead in the Sony Pictures movie 'Cross Wars'. She had many other roles offered to her at that time and elected to be closer to Hollywood. After moving to Los Angeles, California, she continued acting and transitioned into the producer role, while finishing her degree at California State University where she graduated with a degree in Sociology and Business. Jordan also got involved in property development of single family homes, and is now a licensed real estate agent in the state of California.



JORDAN RACHEL



Jordan has been politically aware and informed for as long as she can remember. Jordan decided to get more politically involved when she believed, after her own consistent research, that the media was shaping the culture. She decided to use her voice to bring truth to this generation. Jordan Rachel now has one of the largest political platforms on Twitter, Facebook and Instagram with a combined engagement rate equating to, and sometimes surpassing, major television news networks.



ALEX CLARK

Alex Clark is a Turning Point USA Contributor, and host of the first ever conservative pop culture daily show: “POPlitics” from Turning Point USA. She covers entertainment news and “pop culture with out the propaganda” with a bonus of wit and humor all through a refreshingly right-of-center lens. Alex spent 7 years in pop radio and recently co-hosted a #1 rated syndicated morning show based out of in Indianapolis, IN, before joining Turning Point USA.

She is an outspoken young conservative who in 2016 was seen on Mark Burnett’s first reality dating show “Coupled” on FOX, where she proudly spoke about navigating the dating scene as someone on the Right. For several years she woke up listeners by discussing the hottest pop culture stories, dating issues, and lifestyle topics through a conservative lens. Now she has created the “Cuteservative movement” with POPlitics.

A decorated Iraq War Veteran, Rob Smith served for five years in the United States Army, including two tours in the Middle East. During Operation Iraqi Freedom he was awarded the Army Commendation Medal and the Combat Infantry Badge.

An activist in the movement to repeal the ‘Don’t Ask, Don’t Tell’ law which barred open service by gay and lesbian soldiers, he was the subject of a 2018 Daily Mail profile in which he ‘came out’ as a conservative in response to the ‘outrage culture’ of the left.

As a political commentator, he has been seen on Fox News, NBC News, CNN, HLN, and more. He has spoken about politics and current events at Yale University, Google, Deutsche Bank, Vanderbilt University, and dozens of other colleges, universities, and companies across America. Based in Florida, Rob Smith is a Turning Point USA Contributor, and promotes TPUSA’s values of fiscal responsibility, free markets, and limited government daily. He holds a Master’s Degree from Columbia University.



ROB SMITH





STEPHEN DAVIS

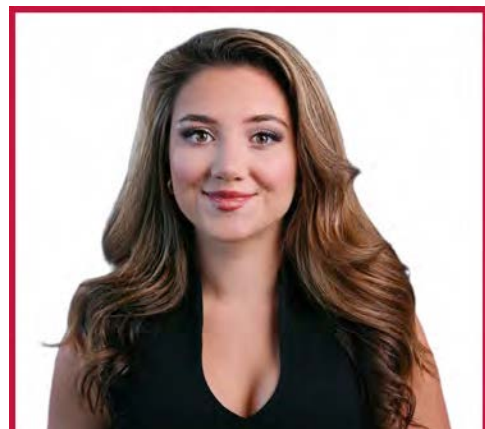
Stephen Davis is a TPUSA Ambassador turned Contributor and a bold conservative political activist, who rallies his base and stands on the front lines of both political and cultural issues. Once a former left leaning liberal who was thoroughly manipulated by the mainstream media's consistent push of leftist ideologies, he is now a staunch conservative who fights the liberalized agenda he once partook in.

Stephen is front and center at grass roots events and conventions, where he regularly challenges the leftist narratives dominating today's culture. His mission is simple: to liberate ensnared minds from

the clutches of mainstream media, and defeat widespread narratives that have been destroying America's minority communities.

Morgan Zegers is a Turning Point USA Contributor, and the founder and CEO of Young Americans Against Socialism, a 501c3 non-profit organization using peer to peer communication and firsthand testimony to enlighten young Americans to the dangers of socialism. Morgan is also the owner of Zegers Freedom Flags, a small woodworking business that creates and sells handcrafted wooden American flags across the country.

Morgan has appeared on Fox News, BBC World News, CBS, CNN, Vice News, and more to discuss the growing support for socialism in her generation and engaging young women in politics. She is also a frequent speaker at national conferences and college campuses, including CPAC 2020, Council for National Policy, Eagle Forum, Syracuse University, NYU, and more.



MORGAN ZEGERS





JON ROOT

Jon Root is a Turning Point USA Contributor, producer and host of TPUSA LIVE as well as the first ever conservative weekly sports show: “Breakaway” powered by Turning Point USA. Jon is an experienced sports media personality who will be unfiltered and unashamed to give you the conservative side of sports that mainstream media won’t provide - doing that in a unique, genuine and energetic way. He spent 5 seasons with the San Jose Sharks as their In-Arena/Digital Host and has worked extensively with various professional sports teams and networks such as NBC Sports Bay Area, before joining Turning Point USA.

He has always been a strong conservative who has been well-versed in politics and is well-grounded in his faith. Jon hopes to create an outlet for conversations, stories and topics you don’t see or hear anywhere else.

Paige Roux is the Senior Firearms Instructor and Training Coordinator for Shooter’s World in Phoenix, Arizona. Her passion for firearms and empowering Americans to exercise their 2nd Amendment right stems from her unique childhood of growing up in her father’s indoor shooting range since she was 4 years old. Paige has assisted in shooting courses since she was 14 years old, and became a certified firearms instructor and concealed weapons permit holder as soon as she turned 21.

While teaching an all-women’s beginner class in 2018, Paige noticed a major lack in representation for women in the 2A community as most training and accessories were designed for men. Since then, Paige has created a platform to prove that concealed carry can still be fashionable, and inspire new shooters from all backgrounds to make their first steps into firearm education and ownership.



PAIGE ROUX





JACK POSOBIEC

Jack Posobiec is the Senior Editor of Human Events, a political news and analysis outlet founded in 1944. Prior to that, Posobiec served as a Washington DC correspondent at One America News Network. Posobiec is a veteran intelligence officer of the United States Navy with multiple deployments including Guantanamo Bay and East Asia. At Guantanamo Bay, Posobiec served as a HUMINT (human intelligence) analyst in the interrogation cell. In 2014, he joined the Office of Naval Intelligence as an officer at the Kennedy Irregular Warfare Center which provided intelligence to Navy Special Warfare and Navy Expeditionary Combat Command .

Posobiec completed his final deployment in 2016 as the Intelligence Director for Navy Expeditionary Forces Command Pacific - Task Force 75. Task Force 75 provides expeditionary intelligence throughout the Indo-Asia-Pacific region as directed by 7th Fleet Commander.

Posobiec has written three non-fiction books: Citizens for Trump: The Inside Story of the People's Movement to Take Back America, all about the 2016 presidential election, 4D Warfare: A Doctrine for a New Generation of Politics, a handbook on political information operations, and Antifa: Inside the Black Bloc, about his investigations infiltrating the Antifa phenomenon in North America and their history. In 2019, Posobiec was awarded a Lincoln Fellowship by the Claremont Institute. Posobiec is also a supporter of Let Them Live, a nonprofit that saves lives from abortion by supporting women in crisis pregnancies. Posobiec's life was the inspiration for the graphic novel 'Agent Poso' by Chuck Dixon and Brett Smith.

After graduating from Temple University, Posobiec spent 2 years living in China working in international business and learning to speak fluent Mandarin Chinese. Originally from the Philadelphia area, Posobiec now resides in Washington, D.C. with his wife Tanya and their two sons.



ISABEL BROWN

Isabel Brown is a Generation Z voice who jumped into the conservative movement after enduring years of leftist indoctrination on her college campus. She is a 2019 graduate of Colorado State University with a degree in Biomedical Sciences and in 2020 earned her Master's Degree at Georgetown University in Biomedical Sciences Policy and Advocacy. Recently, Isabel also applied and was accepted to law school and intends to pursue her JD in the coming years.

After working with Turning Point USA on campus, Isabel became a Turning Point USA Contributor/Spokesperson to continue sharing the powerful message of the organization. She is the soon-to-be proud host of a TPUSA Production—stay tuned!—and regularly speaks on campuses nationwide.

As a rising voice in the conservative movement, Isabel has produced content with PragerU and regularly appears as a guest on several news networks, including Fox News, Newsmax, OANN, Newsy, Bold TV, and as a Contributor for The First TV.

Erin Elmore, Esq. is a Turning Point USA Contributor, and the Executive Director of USA Strong, a grassroots organization looking to rebuild America's middle class. Ms. Elmore is also a contributing columnist at Townhall.com, a licensed attorney who has worked as a political strategist, and on-air correspondent.

Her Commentary has been featured on Fox News, Fox Business, Fox Nation, CNN, MSNBC, YahooNews, Daily Mail, The New York Post and Good Morning Britain. Erin earned her undergraduate degree in both political science and broadcasting from the University of Miami, cum laude, and her law degree from Villanova University School of Law.



ERIN ELMORE



DOWNLOAD HEADSHOTS

AMBASSADOR PROGRAM

Turning Point USA Ambassadors are prominent social media activists and influencers who use their platforms to help share our message with their audiences. The objective of the Ambassador Program is to aid in promoting Turning Point USA's principles of freedom, free markets and limited government across social media. TPUSA is proud to have a team of over 250 influencers with a combined following of 65 million.

TPUSA Ambassadors have established themselves as an influential person who is dedicated to championing conservative causes and principles in their professional work, activism, social media engagement or through volunteer work. TPUSA Ambassadors come from all backgrounds and in turn have a wide variety of followers that allow TPUSA's messaging to be spread to audiences that would normally not be exposed to conservative ideals otherwise.

Our ambassadors are a vital part of spreading TPUSA's message and are some of the first to be notified of new brand content as well as be invited to national events and our annual Influencer Retreat.

Ambassadors are not paid employees of Turning Point USA, nor do they represent Turning Point USA in any official capacity. Please direct further questions about the Ambassador Program to Press@TPUSA.com



EVENTS

Turning Point USA has earned the reputation of being the premier brand in events for young conservative activists across the country. Turning Point USA hosts 6 National Summits and 8 Regional Conferences each year, which consistently attract students from every state in the country. Each conference features the top thought leaders in the conservative movement as well as provides resourceful break-out training and networking sessions for attendees. Past speakers include: President Donald Trump, Vice President Mike Pence, Senator Rand Paul, Ambassador Nikki Haley, Donald Trump Jr, Kimberly Guilfoyle, Ben Shapiro, Tucker Carlson, Senator Ted Cruz, and many more.

We believe it is equally important to expose young people to tremendously intellectual and inspiring speakers – as well as provide students with the tools they need to effectively battle the left. Additionally, a strong sense of community is established at TPUSA regional and national events, providing a place for young people to realize that they are not alone in their conservative values, but rather, they have an army of like-minded peers across the nation.



[DOWNLOAD PHOTOS](#)

BLACK LEADERSHIP SUMMIT

Website: Turning Point USA's Black Leadership Summit has been hosted in the past in Washington D.C. Throughout the Summit, attendees will hear from some of the nation's most well-known conservative leaders and activists, receive first-class professional development and leadership training, and network with other attendees and organizations from all across the country.



YOUNG JEWISH LEADERSHIP SUMMIT

Website: Turning Point USA's Young Jewish Leadership Summit is hosted in New York City June 10-13. Throughout the Summit, attendees will hear from some of the nation's most well-known conservative leaders and activists, receive first-class professional development and leadership training, and network with other attendees and organizations from all across the country.

YOUNG LATINO LEADERSHIP SUMMIT

Website: Turning Point USA's Young Latino Leadership Summit is a conference for young, conservative Latinos. The 2020 YLLS takes place in Phoenix, AZ at the Arizona Biltmore Resort. Throughout the Summit, attendees hear from some of the nation's most well-known conservative leaders and activists, receive first-class professional development and leadership training, and network with other attendees and organizations from all across the country.

YOUNG WOMEN'S LEADERSHIP SUMMIT

Website: Turning Point USA's Young Women's Leadership Summit is a 4-day conference for young, conservative women between the ages of 15 and 27. The 2020 YWLS is held in Dallas, TX at the Gaylord Texan Resort. Throughout the Summit, attendees hear from some of the nation's most well-known conservative leaders and activists, receive first-class professional development and leadership training, and network with other attendees and organizations from all across the country.

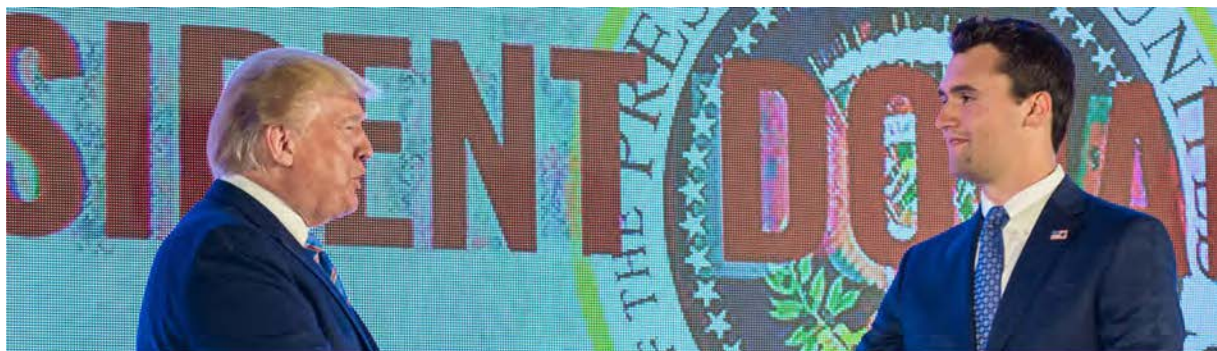


TEEN STUDENT ACTION SUMMIT

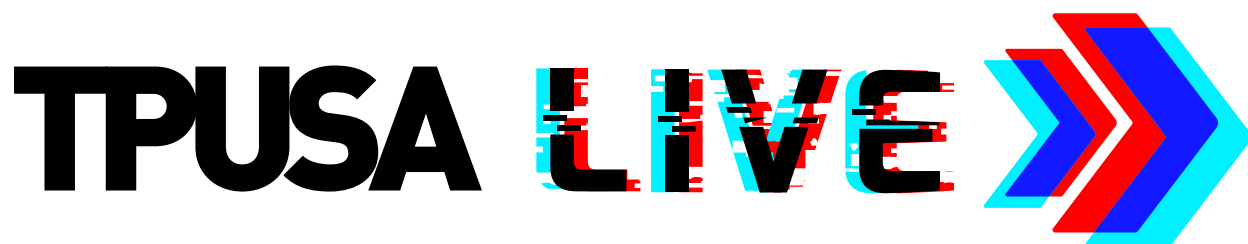
Website: Turning Point USA's Teen Student Action Summit is a 4-day conference for conservative high school students. A limited number of college students are also invited to attend. The conference has been hosted in Washington D.C. with over 1,000+ students in attendance every year. Throughout the conference, attendees hear from some of the nation's most well-known conservative leaders and activists, receive first-class activism and leadership training, and network with other attendees and organizations from all across the country. This is a can't-miss event for students who love politics, current events, and grassroots activism!

Regional Events: Northwest, Southwest, South Central, Midwest, Great Lakes, Northwest, Gulf

National Events: Young Latino, Young Jewish, Black Leadership Elite: Young Women's, Teen Student Action Summit, Student Action Summit



TPUSA LIVE



TPUSA LIVE is a brand new media hub that allows you to explore, engage, and interact with top conservative voices like never before! On TPUSA LIVE you can discover unfiltered hot takes, opinions, and reactions to breaking news and topics in written and video format -- a consolidated place for trending social media posts, fresh content from our own Productions squad, and opinion editorials posted by the most trusted sources in the movement. TPUSA LIVE is your new home and daily source for the fresh, conservative perspective the movement has been asking for.

TPUSA LIVE, LAUNCHING SEPTEMBER 13TH is a brand-new livestream that conservative grassroots activists can call home! This includes 3 hours of content - Live, Monday through Friday, featuring conservative personalities covering culture and everything that is happening across the conservative movement. Each livestream includes brand new TPUSA daily and weekly shows as well as live in-studio content. The livestream will feature our entire contributor team...Charlie Kirk, Benny Johnson, Rob Smith, Jordan Rachel, Alex Clark, Isabel Brown, Graham Allen, Morgan Zegers, Stephen Davis, Erin Elmore, Kendall Jones and Jon Root, TPUSA's newest contributor and the daily host. The show will also feature other conservative personalities who will be joining live from TPUSA HQ in Phoenix, Arizona. Catch us every weekday across all of Turning Point USA's social media channels and on [TPUSA.com/Live](https://www.tpusa.com/live).

BRAND RESOURCES



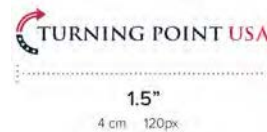
OUR LOGO

The TPUSA logo is the soul of the brand. It is imperative that the logo standards are followed to ensure the authenticity of the brand. The primary logo is the preferred version and should be used whenever possible.

LOGO ALTERNATIVES

To avoid possible reproduction and legibility issues, alternative logos have been developed for applications with limited space. Use these miniature logo variations when they appear at 1-inch width or less.

USE THE LETTER 'T' AS A REFERENCE
FOR MARGINS.



A minimum amount of clear space — equal to the size of the “T” — must surround the logo at all times. Whenever possible, use a larger amount of uninterrupted space for optimal visibility.

Do not change, alter, crop or distort the logo in any way.

BRAND COLORS



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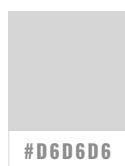
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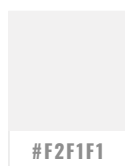
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PHOTOS

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