



**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. TPUSA currently employs over 450 full and part-time staff dedicated to recruiting new activists, registering voters, and becoming major leaders of the movement in their community.

## 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 has established over 1,000 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.



## 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 offers 13 activism kits, sending millions of pieces of new conservative material to our students, helping them share their conservative values with their peers.

## 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**

With a presence on over 3,000 high school and college campuses nationwide, over 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 28-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, Real ClearPolitics, 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 Axios has listed Charlie as 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.



**JACK POSOBIEC**

Jack Posobiec is host of Human Events Daily on TPUSA LIVE. Every day, Posobiec brings the latest breaking news from coast-to-coast on one of the highest rated podcasts and shows in the conservative movement. He is also the Senior Editor of Human Events, which is a political news and analysis outlet founded in 1944. Posobiec is a frequent guest host of Steve Bannon's War Room and the Charlie Kirk Show.

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.



**BENNY JOHNSON**

Benny Johnson loves America - a whole lot.

Benny currently serves as host of 'The Benny Report' on Newsmax TV, host of the 'Benny Show' Podcast, host of 'Benny On the Block' man on the street show at Turning Point USA. Benny founded the TPUSA Productions 2018 and recently won an Emmy Award in original storytelling.

Benny has +7 million followers on his social media accounts and his original viral videos have racked up over \*5 billion\* views.

Benny previously held the position of Viral Politics Editor at The Daily Caller, BuzzFeed, IJR, National Review and TheBlaze.

Benny hails from Cedar Rapids, Iowa and graduated from the University of Iowa.

Benny proudly broadcasts today from the free state of Florida after personally escaping communism in Washington D.C.

Alex Clark is the host of POPolitics and The Spillover, as well as a Turning Point USA Contributor. POPolitics is the first ever conservative pop culture daily show, covering entertainment news and “pop culture without the propaganda.” Alex’s impact on young, conservative women through POPolitics led her to create the “Cuteservative movement.” Her unapologetic approach to culture is defined daily by her wit, right-of-center lens, and a little dose of cinnamon roll culture. IYKYK.

Then, there’s The Spillover: the big sister to POPolitics. The Spillover is a daring deep dive into the stories that Alex is compelled by beyond the Hollywood newscycle. Every week, she leaves her audience on the edge of its seat with stories that haunt, challenge, humor and captivate. With over two million downloads to date, The Spillover continues to reach an audience beyond the conservative movement.

Whether she’s giving her take on POPolitics, The Spillover, Fox News, Fox Business, Newsmax, or even on her personal Instagram page – Alex’s unique approach to conservative ideas challenge the status quo of politics and pop culture.



**ALEX CLARK**





**JON ROOT**

Jon Root is a TPUSA Faith Contributor and Creative Producer. Jon is also an experienced sports media personality who is unfiltered and unashamed to give you the conservative side of sports that mainstream sports 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 Host & Digital Reporter. Jon has also worked extensively with various professional sports teams, leagues, brands and networks such as NBC Sports Bay Area, before joining Turning Point USA.

Jon has always been a strong conservative who has been well-versed in politics and culture while being well-grounded in his faith in Jesus Christ. Jon hopes to continue to create an outlet for conversations, stories and topics you don't see or hear anywhere else, especially in the sports media industry and faith outlets.

Stephen Davis is a TPUSA 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 espoused. Stephen is front and center at grass roots event conventions, high schools, and college campuses, where he regularly challenges the leftist narratives dominating today's culture. His mission is simple: to encourage his peers, liberate ensnared minds from the clutches of mainstream media, and defeat widespread narratives that have been destroying America's minority communities.



**STEPHEN DAVIS**



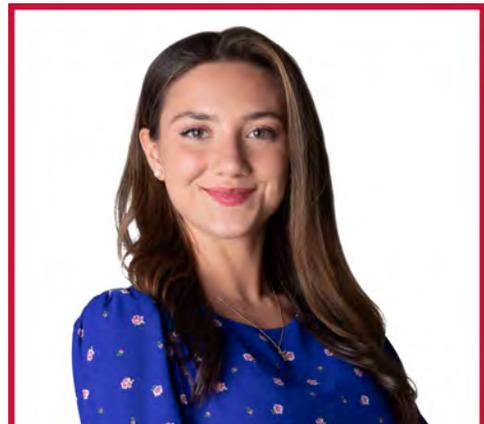


**ISABEL BROWN**

Isabel Brown is a content creator and commentator inspiring others to “Live Their American Dream.” She is a full-time livestreamer, and every night gives a voice to Generation Z breaking down culture’s most important topics to thousands of viewers in a real-time, authentic format. Working as an independent creator, Isabel's streams and other content across social media platforms reach millions of people around the world daily! In addition, she is proudly the Executive Producer, director, and star of several upcoming cultural documentaries highlighting today's most pressing stories produced by Turning Point USA. She published her first bestselling book, “Frontlines: Finding My Voice on an American College Campus” in February of 2021 and is currently writing her second book (coming soon!).

As a voice for her generation, Isabel regularly appears on national television and radio programming, domestically on Fox News, Newsmax, One America News, Newsy, & BoldTV and internationally on Sky News UK, Sky News Arabia, BBC Radio, and French and German Public Broadcasting. You might also recognize her from her photo on the cover of Newsweek magazine! She frequently creates content for organizations making cultural change in America and around the world, including Turning Point USA as a Contributor, Students for Life as a Senior Ambassador, The Daily Wire, The Conversation-ist, Evie Magazine, PragerU, LiveAction, and more. Before becoming a full-time creator and working in media, Isabel earned her bachelor's degree in Biomedical Sciences from Colorado State University and her master’s degree in Biomedical Sciences Policy and Advocacy from Georgetown University. In college, she worked for both the United States Senate and the White House.

Morgan Zegers is a Turning Point USA Contributor, and host of the weekly show, Freedom Papers, on TPUSA LIVE. Each week on Freedom Papers, Morgan breaks down one of America’s founding documents to explore timeless conservative truths that make America the greatest nation in the world. Morgan is also the owner of Zegers Freedom Flags, a small woodworking business that creates and sells handcrafted wooden American flags across the country. She also runs a nonprofit dedicated to providing proper history and economics education to America's youth. Morgan has appeared on multiple national news networks to commentate on politics and current events from a young conservative woman's perspective. She is also a frequent speaker at national conferences and college campuses, including CPAC, Council for National Policy, Eagle Forum, College of the Ozarks, and more.



**MORGAN ZEGERS**





**JOB OB**

Jobob joins TPUSA as a Contributor after almost a decade working as a political consultant and communications director for various political campaigns around the country. In 2021, he decided to come out from behind the scenes of the political consulting world and landed a spot as the host of Daily Caller Live w/ Jobob on the Daily Caller platforms. His deadpan and often sarcastic take on the news of the day is an attempt to bring some levity and humor to an otherwise dismal news cycle. As a TPUSA Contributor, his goal is to help bring a widely missing comedic element to the conservative movement that he hopes can attract Americans who fall into his favorite cultural category; conservatives who just don't know they're conservatives yet.

A California native, you'll likely hear words like 'dude' 'stoked' and 'totally' more from him than any other commentator out there. And on most days, he'll push the boundaries of 'business casual attire.' In addition to 'making jokes about the news,' he enjoys spending time with his wife, Crystal, playing music, performing stand-up comedy, and attempting to be a less horrible golfer.

Erin Elmore, Esq. is a Turning Point USA Contributor, attorney, author and political commentator. You've seen her (almost daily) on Fox News, Newsmax, One America News, Candace Owens, and even CNN and MSNBC.

Ms. Elmore is a columnist at Townhall.com, BizPac Review and the Conservateur. During the 2016 presidential campaign, she worked as a spokesperson for President Trump and as the Deputy Press Secretary at the Republican National Convention in Cleveland. Erin also interviewed Ivanka Trump several times on the campaign trail and has appeared on Lara Trump's show, "The Right View". Ms. Elmore originally became acquainted with President Trump and his family as a successful candidate on NBC's top-rated show, "The Apprentice".



**ERIN ELMORE, ESQ.**





**DREW HERNANDEZ**

Drew Hernandez is a political commentator, and investigative reporter that has been featured on Tucker Carlson, Tim Pool with Joe Rogan, Glenn Beck, and other major news shows in the United States. He is well known for his worldwide viral undercover work on the 2020 BLM/ANTIFA riots, his critical appearance in the Kyle Rittenhouse trial and his thought-provoking cultural-political news commentary.

He takes a bold stance against the socialist, communist/Marxist, and globalist anti-American agenda unfolding in the United States of America. Drew's content mainly takes aim at Millennial and Gen Z

students that have been lied to by the mainstream media and university indoctrination in hopes to lead them to the truth.

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 and Pain is a Liar.

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.



**GRAHAM ALLEN**





**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.



**LAUREN CHEN**

Lauren Chen is a conservative millennial YouTuber, blogger, political commentator, and TV host. Born in Ontario, Canada and raised in Hong Kong, Lauren earned a Bachelor of Arts in Political Science with a Minor in Middle-Eastern Studies and Arabic. She has starred in popular conservative shows including Pseudo-Intellectual on Blaze TV and Roaming Millennial: Uncensored on CRTV. Lauren currently stars on her own YouTube channel, Lauren Chen, which has garnered over half a million subscribers and amassed almost 80,000,000 views. She has also appeared on Fox News, OANN, Newsmax, The Daily Wire, Rebel Media, and PragerU.

Paige Roux is a firearms instructor and owner of Some Chick Who Shoots LLC, a platform and training academy established to help individuals become comfortable with guns. Paige's family has owned one of the largest indoor shooting ranges in Arizona, Shooter's World, since 2002. While working at her family gun range, she found her passion and desire to be a voice for women in the firearm industry.

As a contributor for Turning Point USA, Paige travels around the country to teach students in TPUSA chapters about current gun policies and the importance of the second amendment. Paige is also the host of Reloaded, a TPUSA weekly show that gives an exclusive inside look on her life running three indoor ranges, being a young business owner, and educating Americans on why the right to keep and bear arms is a necessary principle of this country.



**PAIGE ROUX**



**ANTHONY WATSON**

Anthony Watson is a former 2018 Winter Olympian who represented Jamaica as the nation’s first-ever skeleton athlete. However, Anthony was “canceled” when he became passionately outspoken about his conservative values — losing all of his Olympic sponsors as a result. Confronting the intolerant Leftist ideology sent Anthony on a new contest: to fight against the Culture War. By visiting many of our TPUSA chapters on both high school and college campuses, Anthony encourages students through motivational speaking that the choice of standing for the truth is well worth the sacrifice. Anthony enjoys traveling, learning about different campus traditions,

meeting new TPUSA student activists, and plans to visit many more campuses as our TPUSA’s newest Contributor.

Morgonn McMichael is a Gen Z social media influencer from Texas whose effort to empower and inspire America’s next generation of young conservatives through patriotic online video content has amassed over 100,000 unique social media impressions every week on Instagram, TikTok, YouTube, Facebook and more. A leading conservative voice for young women, Morgonn has dedicated the past five years to promoting freedom of speech, religious liberty, personal responsibility, and limited government both online and across TPUSA student chapters. Morgonn has also reached hundreds of thousands of viewers of all ages with her articles and appearances on Newsmax, Real America’s Voice, OAN, and more, offering insightful cultural commentary into the most pressing issues concerning young conservatives today.



**MORGONN MCMICHAEL**





**SAVANAH HERNANDEZ**

Savannah Hernandez is a reporter and political commentator. Savannah's journalistic work often goes viral on social media, and because of her mission to expose the truth regardless of how controversial it may be, she was permanently banned from Twitter in 2020. On multiple occasions in recent years, Hernandez's content has been front and center to some of the most important political and cultural events in America including the current border crisis and the 2020 BLM riots. Across all platforms and channels, her content has been watched, heard, and downloaded over 20 million times, a tally that is growing rapidly as Hernandez travels the country to

cover the stories she believes will resonate most widely with concerned Americans of all backgrounds. Savannah has frequently appeared on Newsmax, OAN, and Frontlines with Drew Hernandez.

## 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](mailto: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](#)

# AMERICAFEST

**Website:** In 2021, Turning Point USA hosted our first annual AmericaFest! AmericaFest was a 4-day freedom party which boasted over 40 conservative speakers and two full country music concerts from some of the biggest names in the industry. AmericaFest was attended by over 10,000 in-person attendees, and was watched by millions free online at TPUSA LIVE, and at sponsored affiliates.



## 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 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 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 Leadership Summit, Young Jewish Leadership Summit, Black Leadership Summit

Elite: Young Women's Leadership Summit, Student Action Summit, AmericaFest



# BRAND RESOURCES

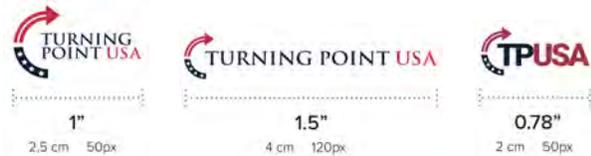


## OUR LOGO

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.



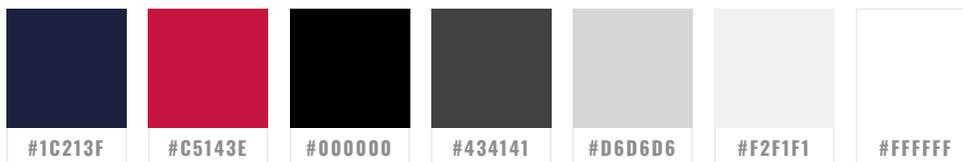
USE THE LETTER 'T' AS A REFERENCE FOR MARGINS.



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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# PHOTOS

CLICK BOXES TO DOWNLOAD INDIVIDUAL SECTIONS



ACTIVISM



CONTRIBUTORS



EVENTS

DOWNLOAD ALL