



PRESS KIT

TURNING POINT USA

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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

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 3,000 high school and college campuses nationwide, over 400,000 student members, and 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 29-years-old, Charlie has appeared on Fox News, FOX Business News, Newsmax, 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, The American Mind, and Human Events.

Charlie was named to the Forbes "30 under 30" list and was the youngest speaker at the 2016 Republican National Convention and the opening speaker at the 2020 RNC. He's the author of four 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, and in 2022 he released *The College Scam: How America's Universities Are Bankrupting and Brainwashing Away the Future of America's Youth*, from Winning Team Publishing.

His social media reaches over 100 million people per month and Axios has listed Charlie as one of the "top 10 most engaged" handles in the world. Charlie is the host of The Charlie Kirk Show podcast, which was downloaded over 120 million times in the last 12 months and regularly ranks among the top 10 shows on Apple News podcast charts. The Charlie Kirk Show is also a nationally syndicated live radio show heard on over 135 radio stations and is simulcast on Real America's Voice News.



JACK POSOBIEC

Jack Posobiec is the host of Human Events Daily powered by TPUSA. 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 War Room with Steve Bannon and The Charlie Kirk Show.

After graduating from Temple University, Posobiec spent 2 years living in China working in international business and learning to speak fluent Mandarin Chinese. Posobiec is a veteran intelligence officer of the United States Navy with multiple deployments including Guantanamo Bay and East Asia. 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.

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. Posobiec's life was the inspiration for the graphic novel, Agent Poso by Chuck Dixon and Brett Smith. Originally from the Philadelphia area, Posobiec now resides in Washington, D.C. with his wife Tanya and their two sons.

Benny founded TPUSA Productions in 2018 and recently won an Emmy Award in original storytelling. Benny has hosted an array of shows and is currently the host of the The Benny Show podcast. 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.

Prior to starting his political media career, Benny was raised in Cedar Rapids, Iowa and graduated from the University of Iowa. Today, Benny proudly broadcasts from the free state of Florida after personally escaping communism in Washington D.C.



BENNY JOHNSON





ALEX CLARK

In 2019, Alex Clark dreamed up the first ever pop culture daily show from a conservative perspective, POPlitics! From the hottest entertainment news to breaking stories in politics, she reported daily, “without the propaganda.” Alex’s impact on young, conservative women through POPlitics led her to create the “Cuteservative movement.” Her unapologetic approach to culture is defined daily by her wit and right-of-center lens.

Then in 2021, The Spillover (the big sister to POPlitics), came onto the scene. The Spillover is a daring deep dive into the stories that Alex is compelled by beyond the Hollywood newscycle. With over 2 million downloads to date, every week she leaves her audience on the edge of their seat with stories that haunt, challenge, humor and captivate. From seed oils to hostage situations, exorcisms to homesteading – each episode leans into the importance of story.

Today, Alex’s passions and dynamic storytelling have culminated into Real Alex Clark. Each week, she releases entertaining YouTube Shorts, is joined by fellow Turning Point USA contributors on panels, and creates compelling video essays that are reaching an audience beyond the conservative movement. Whether she’s giving her take on POP-litics, 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.

Chaya Raichik has taken the social media and political universe by storm through her libs of TikTok account with 4 million followers. It started as a way to counter the covid groupthink And has turned into a nationwide mission to protect children.

Through libs of TikTok, Chaya helped inspire legislation to ban child sex change operations, stop sexual adult themed entertainment from being performed in front of kids, remove pornographic books from schools and raised awareness to the issues plaguing our school system. Chaya has spoken at CPAC, CNP and joined various think tanks to educate policy makers about the harms being done to our children.

Chaya comes from a large family and is one of eight. In her free time, Chaya likes to travel and experience other cultures.



CHAYA RAICHIK





YEONMI PARK

Born in North Korea, human rights activist and TED Talk Speaker Yeonmi Park grew up in a punishing society devoted to the worship of Kim Jong-Il. At the age of 13, she and her family made a daring escape to China in search of a life free of tyranny. In her viral talks, viewed online nearly 350 million times, Park urges audiences to recognize and resist the oppression that exists in North Korea, and around the world.

Growing up in Hyesan, North Korea, it was normal for Yeonmi Park to see dead bodies as she walked to school, and to be so hungry that she ate wild plants.

After watching a pirated copy of *Titanic*, the veil of tyranny began to fall. Having caught a glimpse of a free world, Park realized that her experience of life wasn't the only one—and that she might one day find a way out. In 2002, Park's family suffered a crucial blow when her father was arrested and sent to a prison camp for engaging in "illegal trading"—selling materials that no one would be punished for in a free society. In 2007, Park's sister escaped with a friend before she and her mother followed her to China but before they could locate her, Park and her mother were sold separately to Chinese human traffickers. In 2009, Park and her mother crossed the Gobi desert to Mongolia from China in -40 degree weather, finding their freedom in South Korea. Yeonmi recounts this incredible story in her searing memoir, *In Order to Live: A North Korean Girl's Journey to Freedom*, and in the insightful, moving talks based on her experiences.

An insightful and candid speaker, Park is fast becoming a leading voice of oppressed people around the world. At the Oslo Freedom Forum and the One Young World Summit in Dublin, she became an international phenomenon, delivering passionate and deeply personal speeches about the brutality of the North Korean regime. Her address to One Young World on the horrors of detention camps, political executions, and sex trafficking was viewed over 320 million times. The BBC named Park one of its "Top 100 Global Women."



JOB OB

Prior to joining the TPUSA Contributor team, Jobob worked for almost a decade 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 platform. 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 in hope that he 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.

Morgonn McMichael is a Gen Z social media content creator from Texas whose effort to empower and inspire America's next generation of young conservative leaders through conservative video content that has amassed millions of unique social media impressions every week across all social media platforms. Morgonn has dedicated the last year promoting freedom of speech, religious liberty, personal responsibility, and limited government both online, and across TPUSA campus chapters.

Morgonn has also reached hundreds of thousands of viewers of all ages with her articles and appearances on Newsmax, Real America's Voice, and One America News, offering insightful cultural commentary into the most pressing issues concerning young conservatives today. Morgonn's cultural insights, analysis, and southern values shine brightly as she confronts the American culture war head-on across all TPUSA media channels.



MORGONN MCMICHAEL





STEPHEN DAVIS

Stephen Davis is 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-root event conventions, high schools, and college campuses, where he regularly challenges the leftist narratives dominating today's culture. Stephen was the life of TPUSA's "Live Free" tour in the spring of 2023. As the co-host of Campus Crashers powered by TPUSA, 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.



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.

Anthony is the co-host of Campus Crashers powered by TPUSA and in the spring of 2023, Anthony traveled the country for TPUSA's “Live Free” tour. While on tour, Anthony encouraged 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 in the coming years! Anthony has frequently appeared on Newsmax, One America News, and Real America's Voice.

Savanah Hernandez is a reporter for Frontlines w/ Drew Hernandez and a political commentator. Savanah's journalistic work often goes viral on social media due to her tenacity to expose the truth, regardless of how controversial it may be. Savanah's content has been front and center to some of the most important political and cultural events in America including, the ongoing border crisis, the 2020 BLM/ANTIFA riots, and exposing the sexual exploitation of children.

Across all platforms and channels, Savanah's content has been watched, heard, and downloaded over 20 million times, a tally that is growing rapidly as she travels the country to cover the stories she believes will resonate most widely with concerned Americans of all backgrounds. Savanah has frequently appeared on Fox, Newsmax, and One America News.



SAVANAH HERNANDEZ





ISABEL BROWN

Isabel Brown is a content creator and commentator inspiring Generation Z to live their American Dream. She is a full-time livestreamer, breaking down culture's most important topics to thousands of viewers in a real-time, authentic format. In addition, she is the director and host of Turning Point USA's newest documentary, *The Eye of the Storm*, which highlights the people of Jerusalem who have learned to live in harmony and peace despite the nation's history of war.

Isabel 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. As a voice for her generation, Isabel regularly appears on domestic and national television and radio programming.

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.

Erin Elmore, Esq. is an 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.

Erin 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*. She originally became acquainted with President Trump and his family as a successful candidate on NBC's top-rated show, *The Apprentice*.



ERIN ELMORE, ESQ.





PAIGE ROUX

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 about current gun policies and the importance of the second amendment. She is also the host of Reloaded

powered by TPUSA, a show which 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.

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 been seen on 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, One America News, Newsmax, The Daily Wire, Rebel Media, and PragerU.



LAUREN CHEN





MORGAN ZEGERS

Morgan Zegers is the owner of Zegers Freedom Flags, a small woodworking business that creates and sells handcrafted wooden American flags across the country. She also runs Young Americans Against Socialism (YAAS), 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.

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.



KENDALL JONES



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.

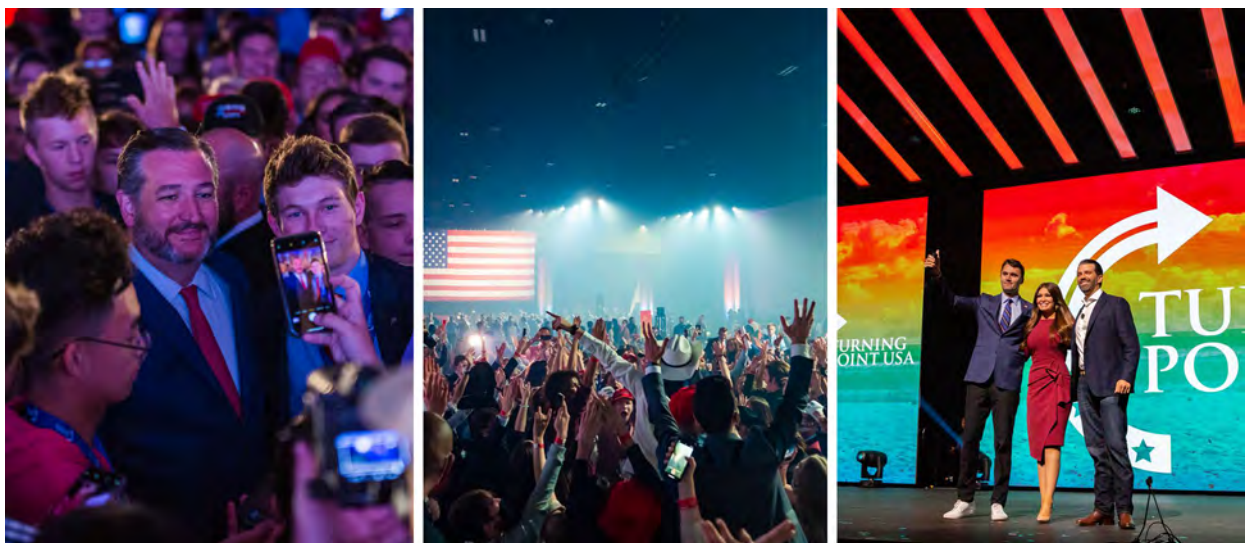
Ambassadors are not paid employees of Turning Point USA, nor do they represent Turning Point USA in any official capacity. Please direct further questions about the Ambassador Program to Press@TPUSA.com



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](#)

AMERICA FEST

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.

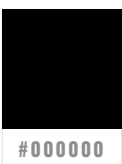
BRAND COLORS



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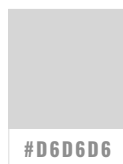
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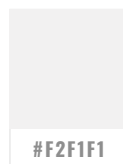
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PHOTOS

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