



PRESS KIT **TURNING POINT USA**

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

PRESS@TPUSA.COM

AUBREY LAITSCH,
PUBLIC RELATIONS MANAGER

KELCY LITTLE,
MEDIA DIRECTOR

ANDREW KOLVET,
OFFICIAL SPOKESMAN



TABLE OF CONTENTS

ABOUT US	3
TPUSA CONTRIBUTORS	4
THE NATIONAL FIELD PROGRAM	15
TPUSA EVENTS	16
AMERICAFEST	17
YOUNG WOMEN'S LEADERSHIP SUMMIT	18
STUDENT ACTION SUMMIT	19
TPUSA INFLUENCER MEDIA	20
BRAND RESOURCES	21



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 3,500 campuses, Turning Point USA is the largest and fastest-growing youth organization in America. TPUSA currently employs over 300 full and part-time staff dedicated to recruiting new activists, registering voters, and becoming major leaders of the movement in their community.



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 650,000 lifetime 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 30 years old, Charlie has done thousands of media appearances and his writings can be seen on Fox News, The Hill, RealClearPolitics, Newsweek, The Washington Times, Breitbart, American Greatness, Daily Caller, The American Mind, The Washington Post, and Human Events.

Charlie was previously named to the Forbes “30 under 30” list and was the youngest speaker at the 2016 Republican National Convention as well as 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 HarperCollins, 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 upcoming book, “Rightwing Revolution: How to Beat the Woke and Save the West” releases in the spring of 2024. 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 150 radio stations around the country and is simulcast on Real America’s Voice News. Collectively, The Charlie Kirk Show is listened to, watched, and streamed by an audience of over 1 million people every day.



JACK POSOBIEC

Jack Posobiec is the host of Human Events Daily. Everyday, 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 Johnson 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 Benny Show' Podcast streaming live to his 10+ million followers every day and his original viral videos have racked up over 5 billion views. Benny previously hosted 'The Benny Report' on Newsmax TV and held Editorial positions at The Daily Caller, IJR, National Review, TheBlaze, and BuzzFeed. Before 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 news cycle. With over 2 million downloads to date, every week she

leaves her audience on the edge of their seat with stories that challenge, haunt, humor, and captivate. From the dangers of seed oils to hostage situations, and 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 POPlitics LIVE, The Spillover, Fox News, Fox Business, Newsmax, or even on her personal Instagram page – Alex’s unique approach to conservative ideas challenges the status quo of politics and pop culture.

Riley Gaines is a trailblazing athlete and advocate, making waves for Gen Z with her passion for fairness in women’s sports. As a 12-time All-American swimmer at the University of Kentucky, she has shown what dedication and hard work can achieve both in and out of the pool. Riley’s bold stance on ensuring equal competition and protecting the integrity of women’s athletics has made her a powerful voice in today’s culture. As a Contributor for Turning Point USA, she brings not only her athletic achievements but also her fierce commitment to standing up for what’s right. Her personal experience and leadership align with TPUSA’s mission to promote free speech and conservative values, while inspiring the next generation to stay true to their beliefs and fight for what matters most.



RILEY GAINES



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."





CHRISSY CLARK

Chrissy is a former TPUSA Chapter President, journalist, and content creator who prides herself on reporting the underreported stories that mainstream media ignores or under-represents. Chrissy got her start in conservative activism and journalism while studying at Michigan State University, where she was the president of her school's TPUSA chapter for four years (2015-2019).

Despite being in a sea of left-wing ideology, her team networked with like-minded conservatives on campus and organized to spread the values of TPUSA. With big goals to propel the conservative movement forward, she started her own podcast and garnered a reputation for creating unique

content. On her podcast, Underreported Stories, she provides the top five stories of the day with a unique and unfiltered perspective on America's culture crisis. Chrissy can be credited with breaking news too, as she was the first to break the outrageous story about the left canceling several popular Dr. Seuss children's books and the controversy that erupted thereafter.

Due to the success of Chrissy's viral platforms, which have amassed over 460,000+ followers, she has used her reach to boldly fight the culture war! Based in Nashville, Tennessee, she has written for numerous media outlets including, The Daily Wire, Daily Caller, The Federalist, the Washington Free Beacon, and many more!

Before 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 hopes that he can attract Americans who fall into his favorite cultural category; conservatives who just don't know they're conservatives yet!



JOB OB



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, and daughter, Moriah, playing music, performing stand-up comedy, and attempting to be a less horrible golfer.



MORGONN MCMICHAEL

Morgonn McMichael is a 24 year old Gen Z speaker, writer, actress, and social media content creator. Her mission is to empower and inspire America's next generation of young conservative leaders through creative video content which has amassed millions of unique views across all social media platforms. Morgonn travels to multiple high schools and colleges across the country speaking predominantly about feminism, cancel culture, free speech, and conservative values.

Morgonn grew up in Silicon Valley, and after getting a firsthand California cancel culture experience, she went to college to study mechanical engineering in Texas. While there, she joined and became the

VP of her TPUSA chapter. Morgonn decided to leave college to positively impact her peers by fighting daily in the culture war. She has dedicated her career to promoting conservative ideas through all media forms.

Morgonn has reached millions of viewers with her articles and appearances on FoxNews, Newsmax, in films, podcasts, and more, offering insightful cultural commentary into the most pressing issues concerning young conservatives today. Follow Morgonn's cultural insights as she confronts the American culture war head-on.

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 documentary, The Eye of the Storm, which highlights the people of Jerusalem who strive 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 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.



ISABEL BROWN





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 grassroots 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 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.



ANTHONY WATSON





SAVANAH HERNANDEZ

Savanah Hernandez is a reporter 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.

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 that gives an exclusive inside look at 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





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 about conservation and educate the public on hunting, the Second Amendment, and the outdoor lifestyle she lives daily.

Kendall has a love for children and works to create opportunities for children to get involved in the outdoors. Kendall has fought social hate, negative publicity, and many other 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.

Mississippi rapper Topher hails from Kilmichael, the same town as the late legend B.B. King. After serving six years in the United States Air Force as a cryptologic language analyst, he relocated to Philadelphia, MS, where his music career flourished. Inspired by skilled lyricists like Eminem, Topher draws from life experiences and trauma, bringing a unique vulnerability and prolificness to his music.

With over 20 years in the music industry, Topher achieved his first commercial success with the viral song “The Patriot,” which reached No. 1 on the Billboard Hip Hop Charts the week of February 6, 2021. Since then, he has accumulated 23 Billboard chart placements and recognition as one of Mississippi’s top 5 rappers. His success is rooted in his life mantra from Proverbs 18:16: “Your gift will make room for you and bring you before great men.” Topher uses his lyrical talents to create music with a purpose beyond financial gain, resonating deeply with followers worldwide without extensive news coverage or sponsored promotion.

His latest single, “Pray for Me” featuring Mjanks, promotes unity, inspired by the collective prayers for NFL player Damar Hamlin’s health scare. Overcoming a speech impediment, Topher has built a successful independent career, standing strong against major label pressures. Despite a temporary ban of “The Patriot” on select platforms due to his political affiliations with then-President Donald Trump, Topher continued to rise, aiming to leave a legacy symbolizing limitless possibility and the power of faith.

Topher’s journey exemplifies that with God in your life, the past does not define your future.



TOPHER





BRANDON TATUM

Brandon Tatum is a former police officer turned influential conservative voice, known for breaking down complex issues in a way that's real and relatable to Gen Z. With his background in law enforcement and his no-nonsense, straight-talk approach, he's become a powerful commentator on everything from personal responsibility to unity and patriotism. As a Contributor for Turning Point USA and co-founder of BLEXIT, Brandon brings a unique perspective on law enforcement and criminal justice reform, offering credibility and insight that resonate with young conservatives. His ability to simplify big issues and connect with diverse audiences makes him an invaluable voice for TPUSA's mission. By empowering Gen Z to think critically, speak boldly, and drive real change, Brandon continues to inspire the next generation of leaders to stand up for what's right.

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 a presence on 3,500 college and high school campuses 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 nationwide campus tour to challenge the status quo and encourage free thinking -- something too often neglected on campuses today.



TPUSA EVENTS

Turning Point USA has earned the reputation of being the premier brand in events for young conservative activists across the country. TPUSA hosts three national conferences each year, which consistently attract students from every state. Each conference features some of the top thought leaders in the conservative movement and provides resourceful break-out training and networking sessions for attendees. Past speakers include President Donald Trump, Rob Schneider, Michael Chandler, Senator Rand Paul, Tucker Carlson, Donald Trump Jr., Benny Johnson, Ben Shapiro, Michael Knowles, Senator Ted Cruz, and MANY more.

We believe it is important to expose young people to tremendously intellectual and inspiring speakers and provide students with the tools they need to effectively battle the left. Additionally, a strong sense of community is established at TPUSA 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.



AMERICA FEST

In 2023, Turning Point USA hosted the third annual AmericaFest! AmericaFest was a 4-day freedom party that boasted over 50 of the top voices in the movement, one full country music concert from some of the biggest names in the industry, and the newest Strong Church evening featuring empowering faith leaders from across the country. More than 13,000 people of all ages attended AmericaFest in person while millions streamed the event online.



YOUNG WOMEN'S LEADERSHIP SUMMIT

Turning Point USA's Young Women's Leadership Summit is a 3-day conference for young, conservative women. Over the past several years, it has become the event of the year for women of ALL ages, featuring themes specific to the issues that interest conservative women! The 2024 YWLS is in San Antonio, TX, at the San Antonio Marriott Rivercenter. 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.



STUDENT ACTION SUMMIT

The Student Action Summit is a three-day conference for students and young adults. This conference brings you the best and brightest speakers in the country, hundreds of like-minded sponsoring organizations, and an ENERGY you can feel. SAS was created to activate and mobilize the generation that will boldly defend America's freedom. Join us for the Student Action Summit as we inspire 4,000+ attendees from ALL 50 states to preserve the rights of life, liberty, and the pursuit to party! This is a can't-miss event for students who love politics, current events, and grassroots activism!



TPUSA INFLUENCER MEDIA

Established in 2019, Turning Point USA's Influencer Media Program was created to identify thought leaders and personalities on social media whose ideologies aligned with TPUSA's values of freedom, free markets, and limited government. Today, we have more capabilities within our arsenal than ever before, but our mission has remained the same: to provide invaluable resources to influencers that will propel our unified vision, create unique and interesting content, and reach our large and connected audiences. TPUSA has worked with hundreds of content creators in a multitude of ways and at varying commitment levels. From in-house Contributors that create content five days a week, to influencers that only have the capacity to support our content online and attend our blowout events, and everything in between!

TPUSA Influencers are afforded many opportunities, like speaking on college campuses, attending our annual events, and creating long and short-form content alongside our productions and social media teams. In addition, our TPUSA Public Relations team works diligently to pitch our influencers to various media outlets when topics are relevant to their brand. Many of our influencers have been featured on Fox News, Fox Business, Real America's Voice, Newsmax, and many more!

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

