

Community Guide: The Care and Feeding of 9/11 Truth Grassroots Groups

Compiled by
Paul Deslauriers

October, 2007 Edition

Contact Paul Deslauriers, Paul@911truth.org

This manual is from the collective wisdom of grassroots community leaders throughout the Northeast. This collaborative effort took place during a retreat on March 2 - 4, 2007. Those attended: Steve Goodale, Jason King, Paul Deslauriers, Wendy Newhall, Les Jamieson, Fred Kotowitz, Frank Tolopko, Craig Hill, Joe Crapo, Larry Patriaca, Rodney Lewis, and Jeff Barton

CONTENT

Stages of the Movement.....	1
• Educate	
• Organize	
• Justice	
• Reform	
Community Development	2
• Starting a Grassroots Community	
• Community Meetings	
• Facilitating Meetings	
• Small Events that Work	
• Outreach	
• Large Events	
• Handling Disruption	
Networking Your Grassroots Community	6
• Connecting with Regional Community Leaders	
• Networking with Existing Groups: Media Packages	
• Religious Groups	
• Peace Groups	
• Networking Working Groups	
• Networking on the Web	
Taking Back the Media.....	8
• Media Consciousness	
• Branding the Movement	
• Media Committee	
• Radio	
• Confront Liberal Media	
• Local Community Television	
Income Generation.....	10
• Small Donations	
• Large Donations	
• Money Raising Events	
• Cottage Industry	
Appendices	
• Appendix A Practical Media Relations Advice	12
• Appendix B, Town Resolution for Impeachment	

Stages of the Movement

Educate, Organize, Justice, Reform

Educate

The movement to date has been primarily focused on education and, thanks to the internet, DVDs, and grassroots efforts, the word has gotten out, as the polls prove. We have a large amount of compelling circumstantial evidence and eyewitness testimony. There is a low need to educate those in the movement as to the events. In large part what we do is educate the masses; however, as a 9/11 truth community we need to move our focus on to the next phase ... organizing.

Organize

Use this guide as an organizational tool. Included are practical suggestions born from the experience of 9/11 Truth leaders and an organizational development specialist.

One person's passion for truth and justice can ignite others, and often a community forms. In the past, these communities functioned mostly independently. The 2006 Boston Tea Party, followed by 150 patriots meeting in the Democracy Center, began the collaboration in the Northeast. The ensuing retreat and these notes from it are a clear illustration of collaboration. Working together as brothers and sisters united in truth generates a powerful force. Use this guide to help generate that force in your community. Plug into the larger network of grassroots communities. Now is the time to organize.

Justice

With regard to 9/11 investigations, there is much to do:

- Impeachment proceedings, citing 9/11 culpability, can be pursued.
- Citizens' Grand Juries are another idea: The legality and prosecution power of this approach has been challenged, and one big hurdle is budget requirements. According to the latest 911Truth.org-Zogby Poll, 51% of Americans want a reinvestigation of 9/11. Pressing Congress for an independent investigation is another method of pursuing justice. NY City Ballot Initiative (<http://www.nyc911initiative.org/>): Voting to instate a People's district attorney will empower a representative who could investigate and prosecute for 9/11 crimes, as well as offering real representation to people who have heretofore not had a voice.
- Local 9/11 and Impeachment Referendums can be formulated and presented to town councils, or presented to the people by ballot; see Appendix B for procedure and sample referendum for impeachment. See also LANIC, the LA impeachment center coalition effort (www.bcimpeach.com).

Reform

Organize committees that will explore a variety of reforms at the grass roots level. In the Berkshires we have a committee focusing on media and economic reform. If you are interested in starting committees in your group, you may wish to explore these reforms:

- Political
- Economic

- Media
- Social
- Military
- Educational
- Reconciliation, Forgiveness

Community Development

Starting a Grassroots Community

1. One common way grassroots communities have started is with a committed individual inviting friends and neighbors over to watch a DVD about 9/11 truth. For some it becomes a house party that stirs lively debate. If there are committed activists from those gatherings then the group begins to form.

In Boston it started with Chris and Joe and has grown to three connected locations (Brighton, Newton, and Cambridge). In the Berkshire group Fred, Frank and Paul joined forces from a movie at Paul's house and in three months they had 35 engaged community members and a large mailing list.

2. Another way to start a group is to assemble people in your community who are already 9/11-aware. This gets the group off to a more proactive start because the initial education is done. A good example is the recent formation of the Keene, NH group with ten members who have hit the ground running after their first meeting.
3. Some may begin by sponsoring an event in their area, like the NE speakers tour with its built-in advertising support. Diane in Bennington plugged in through the Mike Berger Tour.
4. It takes one person to start. Decide that you want to make a difference and do things to educate the public. Joe Crapo shows movies at his local library, utilizes community access TV for 9/11 truth programming, and writes to newspapers. A one man force. That commitment creates momentum.
5. Connect with the resources and collective wisdom we have throughout the US, such as in the Northeast. If you do not have a grassroots group in your area please contact us for support in setting one up: Paul@911truth.org

Community Meetings

1. Community is extremely important in the changes ahead. It provides a social, psychological, and spiritual connection that nurtures us as we face challenges. Community helps us face our fears.
2. Bring in a positive vision along with the exposure of our present dark reality; balance the darkness with the light. 9/11 truth can be positioned as a positive catalyst for change. Create a group vision that is uplifting. Let people know you are working toward a bright future through truth and justice, not just confronting the dark force of 9/11.
3. Structure meetings so that they are at a consistent time and location. This makes it easier to remember and generates momentum. Advertise these meetings in the promotional literature and advertising for every event you have, and when you're distributing fliers, so people know about the next event without having to look for the information.
4. Make key resources available--books, DVDs, 9/11 stuff--not only at events but also at meetings (visit the 911truth.org on-line store at

www.911truthstore.com). *Bearer of Light*, one book available from the 911truth.org store, provides building blocks for activist groups in an engaging way. Have someone distribute free DVDs for the entire community to hand out; there should always be a stash on hand to give away. In our Berkshire group we all pitched in at a meeting and raised the money to purchase our own high-speed recorder for documentaries with permission to copy. Do not assume all 9/11 videos are available in the public domain—they are not. Please keep in mind that we are a TRUTH movement, and do not duplicate movies without the producer's permission to do so.

5. Conduct simple trainings for your group. Bring in guest speakers on topics such as communication skills, understanding street action, the impact of psychological operations, developing talking points. Each member should develop a two minute presentation.
6. In the Berkshire meetings we have a discussion topic that generates insights and actions. For example, one topic was, "understanding the fear evoked when discussing 9/11." It was an engaging exchange on the formation of beliefs, psy-ops, and how the dark aristocracy orchestrated 9/11 to enforce their conspiracy 'reality'. Through this collective exchange we also draw closer as community.

Facilitating Meetings

1. The most effective role of the group facilitator should not be about teaching and lecturing, but about engaging the group and bringing out their wisdom, ownership and participation. Ideally, when you can achieve collaboration you have much more of the group energy behind your joint actions and it makes for a much livelier meeting.
2. Put together a draft agenda and ask for input prior to the meeting. Then, stick to the agenda so that the meetings are useful and people do not become frustrated.
3. Be a cheerleader. You want to acknowledge people sincerely for their contributions. Do it every chance you get, but don't toot your own horn.
4. Be an engager. At the meetings get people plugged into the movement; support their involvement in the subcommittees' local and regional activities. Encourage their leadership in that area. Delegate and follow up in a balanced way. You only need a few dedicated people to pull off a significant event.
5. Keep the group focused on 9/11 or bring it back to the strategy of change and transformation by removal of the dark aristocracy. Don't go off track.
6. Don't let other individuals take over the meeting. Balance getting their input with not letting aggressive people dominate.
7. Ask for and be receptive to feedback on facilitating the group. After every meeting, ask a few people, who will be honest with you, what worked well and what needs improvement. In the Berkshire meeting this ongoing feedback has helped us adjust our meetings.

Small Events that Work

1. DVDs can be shown inexpensively at libraries, churches, inns, clubs, high school and college auditoriums. This can be advertised through local papers, posters, email ... Introduce it and lead a discussion following the movie. It is important that you follow up on the event by announcing a community meeting and opportunities for involvement in local activities.
2. In January 2004 the NY City grassroots community began holding weekly protests at big intersections. They would hold banners, handout flyers, give away DVDs. Being consistent over time creates momentum and community.
3. For a period of time show a weekly movie at one location. Momentum and word of mouth take time. New York had movie showings for three months straight.
4. Pioneer Valley has had great success with their monthly movies where as many as 90 attend. They have a good location in North Hampton, a college town. Postering works well with the emails. They follow the movie with a discussion.
5. The speakers' tour through our Northeast network is a good example. Through joint organization and promotion, Mike Berger toured twelve locations in the northeast in April '07. With a process in place it will require a minimum amount of work for the grassroots groups (for example, sharing marketing material and approach, transportation, cross-promoting events). **It is important that you schedule a community meeting no later than a week after any public event you sponsor.**
6. Always have a sign-up sheet at your events, so you can gather contact info for attendees, in order to follow up.

Outreach

1. Connect with existing networks, and demonstrate together with peace groups, social activists ... Collaboration is occurring more frequently as groups realize we share the same common root concern, this oligarchy in power. When you educate someone influential within a different organization, they can help educate within that network.
2. The peace groups have become more vocal and many are seeing the 9/11 truth movement as a core strategy. This is evident through collaborative approaches in Philadelphia on July 4, 2007 with 24 activist groups, and a similar event in NY City. Strategically place posters in busy areas; the large 2'x3' posters on 9/11 has had great success in NY City. Contact Les if you would like copies of the photos, NY911truth.org
3. Tabling at events: peace, civil liberties, environment. As we all know, 9/11 truth and justice gets to the root cause of whatever the concern is. So for the peace movement it is "eliminating the root cause of war and terrorism." If it is an ACLU event then "eliminate the root cause of diminishing civil liberties" is a way to position the 9/11 truth movement.

4. Connect with existing learning institutions. The most direct way to get into learning institutions is through the faculty. Churches, synagogues, mosques are another network to collaborate with.
5. Set up a simple web page for your group. The Worcester group found it generated activity. Mike Hager, administrator of 911truthgroups.org, offers a free web page template and guidance to get you set up.

Large Events

1. The Boston Tea Party may well go down as a turning point in this movement. It was a catalyst for this next level of organization in the Northeast. Despite this success, there are lessons about finances and organizing we can take from that event. It illustrates that these events can also be symbols and rallying cries, are important to the movement, and need to be well planned.
2. One of the NY City groups has many experiences and can provide guidance, for example, "Confronting the Evidence" attracted 900 people. This was followed up by a strategy event where 60 people attended.
3. 911Truth.org steering committee members' experience can be a valuable resource in planning events. The Boston Group rents a theater four times every year. They market it well and take in \$1,200 in ticket sales. Chris does a great job being the emcee. The Boston Group also put on the Democracy Center Marathon involving three days of continuous movies, free popcorn and drinks, a place for conversations and questions, signing up people. It was a success and they will schedule another one.
4. For large protests and events we make a louder impact with consistency. Everyone carrying the same 9/11 poster in Washington, DC had a real impact. Having the same shirts, or at least displaying the same message, has an impact similar to the Code Pink women dressed in pink.
5. At any significant event it is important to have several people dedicated to getting phone and email contact info, as well as handing out materials.
6. Make personal contact at events, provide materials. Extend out in a friendly way. If it is not your normal way of relating this will provide an opportunity to grow in social skills. Let people know your vision, care, concern, and hope.

Handling Disruption

1. Disruption comes in many forms but its objective is similar: divisiveness, divert away from the 9/11 focus, discredit members, anything to distract from communicating and organizing around the 9/11 movement. It has been happening in several areas.
2. Don't give away your entire email list through batch emails. A disrupter can easily create chaos through this list. Use bcc for email addresses, or implement an online email list service such as googlegroups or yahogroups.

3. Look out for splinter groups or people who want to radicalize the group. Be aware of people who want to divert attention by focusing on unrelated issues.
4. Be aware of people who show erratic behavior. Isolate provocateurs. If you are with a group and one person engages in provocative behavior, everyone else can kneel or move away to isolate them and clarify their separateness from that behavior.
5. Some people will put up a lot of delay tactics to prevent projects from being accomplished. They don't come through on commitments, or stir up relational difficulties. These actions could be intentional or subconscious interpersonal patterns.
6. Be careful of people who are constantly debating facts, wanting to direct the group to pursue obscure evidence or put forth new theories, rather than focusing on action items. There is enough compelling evidence to propel us into action without spinning our wheels in irrelevant debate.
7. Leaders in the 9/11 movement are often targets. People will spread false rumors to discredit individuals. There should be receptivity for constructive feedback by leaders and members should discourage any negative comments behind their back.
8. Prepare for disruption by having a process in place before it happens. Refer to "War at Home," by Brian Glick, available at the 911truthstore.com. Coordinate your own security for large events and determine, in advance, what action you'll take if the event is disrupted. One simple method is to agree that if someone begins really acting up, members will surround them, let them know their behavior is not acceptable, and escort them out if necessary.

Let's not draw this to ourselves by fearing it, but let us also not be naïve and unprepared. Find a reliable source for legal advice and representation before its needed, and help establish a community whose members trust and support each other, which is the best antidote to disruptors.

Networking Your Grassroots Community

Networking Regional Grassroots Organizers

Get to know the other grassroots leaders in your region; develop support, and collaboration. Within regional groups we suggest you conduct bi-weekly or monthly conference calls among the grassroots organizers. This will be facilitated by the regional coordinator for that area.

Northern California has been networking 911truth activists since January 2002. Carol Brouillet, in northern CA, started with others a protest gathering, then a movie premier, and from these and other events, it grew organically. Mailing lists were gathered and groups formed and connected from these larger events. There are more recent networks in Florida and the Northeast.

To accelerate your effectiveness as a regional group we suggest the grassroots organizers in your region have a working retreat. Take time to strategize, collaborate, and develop creativity, teamwork, and trust with other truth leaders. One of the results of the three day retreat in the Northeast is this community guide. If you are interested we can support you with the planning and facilitation, Paul Deslauriers has 23 years experience in leading these types of community development meetings.

Grassroots Groups Networking on a National Level

Participate in the monthly national grassroots conference call, the second Thursday of each month at 9 PM Eastern, 6 PM Pacific. You will receive an email announcement prior to the call.

Internet forums are available at 911truthconnection.org that networks grassroots organizers throughout the country.

We are also developing working groups around specific skills such as marketing and fund raising. You will receive further information from grassroots conference calls.

Networking Existing Groups: Education Packages

Connecting with existing groups provides one of the fastest ways to get the message out and generate activism. If a leader from a faith group acknowledges 9/11 truth, many followers will listen and trust his or her perspective. If members of that group spread 9/11 truth into their network it grows faster because of the associated trust. This allows a receptivity that might not otherwise be there. So, both leaders and members are candidates to receive a packet.

Not all networks have the same makeup and focus, so the communications and networking tools need to be tailored to each group. Below are the media packets we are suggesting for the listed groups. The media packet consists of both DVDs and printed material within a nice folder. Go to 911truth.org for material you can select from and download. Listed below are the

recommended DVDs, you can purchase through 911truthstore.com, those without purchase note are for free.

- Religious Groups: “9/11: the Myth and Reality” (purchase) and “9/11 Press for Truth.” (purchase)
- Peace Groups: “Hijacking Catastrophe” (purchase) “9/11 Press for Truth, (purchase)” and “Oil, Smoke, and Mirrors” (purchase)
- Schools, college and high school: “Loose Change” “Zeitgeist Part 2 & 3”
- First Responders: Dust and Deceit, (purchase) 9/11 Revisited
- Business people: “Iraq for Sale” (purchase), “Zeitgeist Part 2 & 3”
- Politicians: “Press for Truth,” “Oil, Smoke, and Mirrors,” (purchase) and “9/11 Revisited”.
- Military: “Iraq for Sale” (purchase), “Sir, No Sir” (purchase)
- Media: “9/11 Mysteries”, “Improbable Collapse”

Other recommended background documentaries:

911 Perspective, The Power of Community, Truth Revolution, Everybody's Gotta Learn Sometime, Who Killed John O'Neill, Orwell Roles in His Grave (purchase), Power of Nightmares (purchase)

All DVDs listed are recommended for local movie showings. Please send your suggested additions to these packets to paul@911truth.org

The packets you assemble should contain your contact information as well as a brief description of your group and the scope of your activities. Follow up whenever possible.

Religious Groups

Faith-based organizations have a moral obligation to support civil rights, truth, and justice and could play a key role in the activation of the population. This is an important connection that needs to be strengthened. Put out feelers to faith leaders to become involved in the truth community. Also, it would be good to have a presence at big church conventions, perhaps hosting an information table. Please provide additional suggestions.

Activist Groups

Some chapters of Code Pink, Iraq Veterans for Peace, Global Exchange, World Can't Wait, and others have been open to and encouraging of our 9/11 truth presence. Try to get your local peace group to show one of the recommended DVDs at their meeting. Get out there with them at peace rallies with your 9/11 truth sign and T-shirt. Set up a table of information at events hosted by activist groups.

Networking Committees

Committees allow an organization to be multifunctional, effective, efficient, and engage and empower community members. The “chemistry”

between committee members will impact their overall effectiveness. When there is collaboration, the enthusiasm of the group is enhanced. You know how it feels when a group's chemistry is good and they are working as a team, strive for that feeling among your committee. Carefully select committee members, because a group's dynamic is holistic--teamwork involves communication skills and emotional maturity and if someone lacks these skills it can deplete the group's energy. The size of a working committee is ideal at six to eight, don't go over 12.

The size of a working committee is ideal at six to eight, don't go over 12.

In organizations that grow large, a steering committee maybe appropriate. The steering committee then supports and empowers other committees who take on tasks.

Ideally, you want to make the organization as inclusive as possible, develop processes that solicit and consider others' input in decisions.

Taking Back the Media

Media Consciousness

If you understand what powers the media you can strategize how to use it to your advantage. The fuel is money; the amount of income generated is based on the market share of viewers which regulates what the broadcast stations charge advertisers. Local TV revenue is regulated by people like you and you can impact the system.

On a grassroots level pursue local TV broadcasting stations. The news director is the decider of what airs in the local news broadcast, and local specials. They decide this everyday. They listen to their constituency and often respond to call-ins and petitions. These local stations derive their largest profits from in-house productions of news and specials; they want public attention to raise ratings and profits. Show how this topic will help ratings, 51% of the US want a new investigation into 9/11. Provide facts and make talking points.

Find out how they receive news tips by email, talk to producers, leave a message on their "tips" line, talk with aids and the news director. There is a high probability of some 911 truth coverage in the local news if you can get enough people to petition the local station.

Remember we can control the avenue of information exchange and we can utilize or circumvent traditional media. Check out www.indymedia.org. It requires a few dedicated people to start a new way. Knowledge is the currency of Democracy. Make use of community access television and radio if available within your area.

Use the science of marketing and advertising to get our message out. Use tools like 'branding' where you repeat a simple statement that sums up our movement.

Branding the Movement

Use these phrases whenever possible as a mantra to help penetrate the veil of delusion. There is a reason advertising agencies brand the products they are marketing, it clearly works. Here are the most common branding statements:

- 9/11 Truth
- Investigate 9/11
- 9/11 Truth Now
- 9/11 Myth Busters
- 9/11 Leads to Peace
- 9/11 was an inside job
- 9/11 Truth Shows the Root Cause of War

Media Committee

Each group should have someone in charge of media. They schedule advertisements for meetings and movies. Have your meetings planned in advance so that you can advertise several items in one ad spot. In the Berkshires we have Arlene who gets the weekly notices out to all papers in the area, and has a system that makes it easy to implement.

If your grassroots group is large enough, assemble a committee for media activities, coordinate the graphics, ad placement, flyers, radio, and different events. In the Berkshires Frank, Ted and Bob each have a weekly local radio show dedicated to 9/11. Our media committee is now starting a show on local community TV called "Truth Search". We are hoping to syndicate the show throughout the Northeast.

A national media committee is being formed contact Jason King, Jason@911truth.org, if you have a media skill to help with the movements' needs.

Radio

Call in radio shows are a great way to communicate to a large audience. Talk to the screeners about the topic of the day, without going too deep. Then when aired go into the root cause of the issue and link to ... 9/11. Make sure to have several talking points laid out.

Start your own local radio show. In many areas community access radio is available for you to produce your own show. If you would like some coaching, check with Frank. (frank@frankresearch.info).

Confront Liberal Media

Hold back your financial support to public TV and radio if they do not air 9/11 truth information.

Mother Jones, The Nation, Amy Goodman are all examples of this type of suppression, confront it whenever you can with truth. Target the advertisers to request they cover 9/11 truth and our present reality.

Make a plea for an honest journalist and news director to air the truth. They could become a Pulitzer Prize winner!

Local Community Television

This is our media that we can access. Ethan Allen, our brother from the Boston grassroots group, describes the steps on how you can have a weekly show for an entire year. Each grassroot group should have one person follow the instructions laid out by Ethan (rayoffreedom@hotmail.com).

1. If you have cable there should be a number for your local access station on your bill. Otherwise do some phone work, call information you will find it without much trouble.
2. Do some watching of your local access station. Be familiar with programs airing and you will also see lists of time slots available. You could even watch a few and find one you can talk highly of to the manager. It would show the Station manager your interest in 'his'

station. In his business that is flattery. Flattery may not get you everywhere, but it doesn't hurt...building rapport!

3. Call your station and write down the name of the person to talk to. Most local facilities are skeleton staffed so this may be the person you talk to most often. Be sure to build rapport with him/her. They are the gatekeepers, for lack of a better term.
4. I want to take a moment right away to say this; it IS BEST NOT to identify yourself solely as 911 truth, anti-war, anti-establishment. It could be the "news not covered by mainstream media". Don't forget that the US population either believes the lies or are too scared to do anything but support them. If you id yourself it can seriously inhibit your possible access.
5. Identify yourself as resident of that town/city. Express gratitude for what they do there. Access centers give the public a chance to learn to use video cams and editing equipment and assist them finding good airtime.
6. Refer to you project as an 'IMPORT' program. This is the official term for a program not produced in that station. Slang among members is 'bicycle' program. (If you are planning to produce yourself see post notes.)

Follow station procedures:

It usually runs something like this, though every town has its own procedures;

- Some may require you to become a member at a cost of \$25-50. That cost gives you access to all the camera and editing equipment and 12 hrs editing time.
- It is highly recommended that you do become a member. Access stations are under attack by the powers that be trying to take them away for lack of public interest.
- If all you want is to 'Sponsor' a program usually they don't require membership just RESIDENCE in that town.
- To sponsor you must be a resident
- You will have to fill out a form, usually just name address, and I want to see 'this show'
- They will want to know if it is a special? How long is it? How often will it air? ALWAYS say SERIES for air EVERY week. You will have a weekly slot. ½ hr programs are easiest to air. Longer shows may find a hard time getting a slot.
- There will be a place that asks for 'content.' Be very careful what you put here. Topics of public interest including the growing class divide, social issues, peace, and government expenditures all connect to 9/11.
- When you choose a time slot try to pick a time that you think local viewers will have the best chance to watch. Ie, not a 'primetime' night for national networks. Else folks wont be channel surfing.

- Depending on your finances and dedication to The Movement you can get an ad in a local paper for a few weeks, on the day before and day of advertising for the show. As always get them interested to tune in.

You now have the ability to get said program aired up to once a week for a year. One a week is a lot of producing. I do that. But I work 20-40 hours a week at it. I never appear and don't change the meaning of the groups exhibited.

Now this is also important. Just because you say, produce your own show or already sponsor a show its ok! They allow you to sponsor more. Once you do the one time sponsorship procedure you have to do nothing else for a year, except of course pick the show up once it airs. If you sign up to learn equipment, again very highly recommended, it's actually a lot of fun. You can volunteer for the station and actually get coached in all aspects of production, from in studio to covering town meetings to football, school plays, etc (can't get to much time with cam and editing). Don't expect your first program to air, the week after you start. Any help, or encouragement I can give you is there for the asking.

Income Generation

We encourage simple bookkeeping practices by recording money received and the distribution of funds. Have one person be the treasurer.

Small Donations

Don't be shy with your request for donations at community meetings. Some put in a \$20, some \$1 and it all adds up. At your, movie showings, events you sponsor, pass the hat whenever you have a chance, explain that it pays for space rental, DVDs, flyers, advertising, ... People contribute to a cause they feel is making a difference.

All materials you distribute should have an address to send donations to your group. On your web page let them know how to contribute.

Make a specific request. Identify where their donation will go and how it will support the movement, like a portable movie screen for movies and presentation. Give the cost and ask who would like to donate, or make it anonymous. This joint purchase builds community and these physical things symbolize their collaboration. After one request at a Berkshire meeting we raised the \$400 for a DVD high speed recorder.

Large Donations

Without a non profit status, donors cannot write off donations for tax purposes and thus they essentially give an additional 30% of that donation amount to the government. Here are several options to consider.

Several 9/11 groups over the years have teamed up with non-profit organizations and the relationship has worked well, I will not mention the names of those 9/11 truth relations; however, I can give another example.

I recently was involved starting the first Hawaiian Community Housing Land Trust and we were able to raise \$160,000 of donations in our first two months and we did it under the umbrella of a well established and respected non-profit. They charged us a fee for administration, because they have to report these donations, so there is booking involved as well as liability. This may be an approach to take as applying for this non-profit status can take a year or longer.

A non-profit status does open the door for corporate donations as well as large personal ones, and you can apply for grants to philanthropic organizations. This is not to say you won't get large donations, without one. Go after progressive groups and businesses. They may be open to writing a check.

Money Raising Events

- Musical events are a great way to raise awareness, entertain people, and get them inspired about this movement. Musical events were discussed for locations in Boston, Great Barrington, and VT. We can sponsor a musical festival like 'Gathering of the Vibes'
- Make solicitations project specific. Identify a key issue like legislation for third party 9/11 investigations, or a special ballot, then do a fund raiser to help pay for associated costs.
- Have a celebrity do a fund raiser or be a speaker to raise awareness and funds. Like an Ed Asner. Check with their publicist for interest. This could be an event for the entire region.

Cottage Industry

Poster art, buttons, pins, T-shirts, self-publishing can all generate income and add up. There could be car washes, bake goods sale. Someone even came up with a board game. There is no limit to the income generators.

Appendix A:

Practical Media Relations Advice for 9/11 Truth Groups*

Introduction

The 9/11 truth movement now enjoys over 200 grassroots groups in the US and growing support around the world. Partner groups are encouraged to work within their communities to develop a locally relevant educational and outreach events. As part of that work, 9/11 truth advocates will also have to deal with the media to maximize their events' attendance and impact along the way. Fostering media relations about your activities and the larger issues we are trying to expose and organize around is always a challenge, but this media guide provides useful advice and that tips should hopefully help you in many ways to achieve your basic goals.

- You will learn the elements of good media relations, including having a media policy, staying on message and designating a media liaison for your group.
- Also covered are useful tips for handling interviews and Q&As with style and grace. Common pitfalls and traps and techniques to stay on track will help your media star shine!
- Finally, sample media documents are included to give you a sense of style and structure of typical documents that go to the media.

The media relations activities and tips in the following pages are applicable to all levels of experience—whether you are just learning about media relations or if media is old hat, there is something in here for you. Please do not consider this guide to be the last word! Let us know if this has been helpful to you and send us additional tips and ideas. We will use these to improve upon this guide so that next year's sites can benefit from all of our wisdom. Please send any ideas to mike@911truth.org.

1. ESSENTIALS

This section contains basic strategies to help develop a good relationship with the media and get the message out about 9/11 truth and related events.

Effective media relations require you to understand the job of the reporter and what s/he's expected to accomplish when covering a story.

Here's a comparison of what the reporter's job is versus your job as a spokesperson for a 9/11 truth group.

A Reporter's Job is to: Inform, Educate, Interpret, Investigate, Entertain & Condense.

Your job is to: **Inform** about 9/11 truth and what it means for your community. **Educate** about why this event is important. **Interpret** what this means to your community. **Protect** the reputation of the 9/11 truth movement. **Shape** the issues the movement promotes. **Persuade** the reporter that your story is worth covering.

Media Plan. If your goal is to earn media attention for your event and/or website, then you will need a media plan. Your plan does not have to be extensive—it can fit on one page—but it does need to include some basic elements:

- **Goal:** What are your goals and desired media outcomes for your group and its activities? We encourage that your goals harmonize with the vision and mission of 911truth.org. If you are not sure what those are, please check the Mission statement in the About Us section of www.911truth.org.
- **Audience:** Who do you want the media to reach with your message? Do you want to drive attendance to your site? By determining who you want to reach, you'll be able to choose who in the media you want covering your work.
- **Research of Prior Media Coverage:** Has your target media covered 9/11 truth issues before? If so, how? If not, have they covered anything similar recently? Just by researching this information you will be able to approach media in an informed way.
- **Message:** Using 911truth.org materials as your guide, develop a phrase of no more than ten words about your group that you would like to see every time a reporter does a story about your activities. Try to keep your message in harmony with our wider collective mission to investigate the roots of 9/11, educate the public as effectively as possible, and amplify the national call for accountability and justice for these historic crimes.
- **Media Activities.** Make a list of actions that will move you closer to achieving the goals you have set. Some sample activities are:
 - o Keep up-to-date media lists. Personalize your materials as much as possible.
 - o Contact the media in advance of your activities with a media advisory and/or press release
 - o Follow up advisories and releases with "pitch" calls to further sell your story.
 - o Have a media sign-in sheet at your site during the conference so you'll know who attended for follow-up purposes.

oPost-event, follow up once again with key reporters to make sure they have all the information they need.

Before you implement your media plan, be sure to establish a media policy. This helps eliminate confusion and keeps your media activities streamlined.

Media Policy. All media interviews and inquiries should be cleared or handled by one person designated to be the media liaison and everyone working with your group should know who this person is. This person should handle all statements and press releases sent to the media. Any person contacted by the media should immediately refer the media to the designated media liaison.

2. INTERVIEW BASICS

This section will help prepare you for interviews.

The first lesson is not to wing it. Just because you're immersed in 9/11 issues does not mean you can spontaneously pull all the key points together on the spot. Invest time and effort preparing for your interview. Ask yourself:

- How will I respond to tough or hostile questions?
- Do I have a clear, honest and appropriate answer to the most negative question I can imagine?

The best way to communicate 9/11 truth messages during interviews is to be sure you practice techniques that enable you to stay in control of the experience. When planning for the interview, keep your audience in mind. Who are they? What do they know about 9/11 and/or your group's activities? What do you want them to think about your 9/11 work? Once you have determined the main thing you want to express, etch it in your mind. It is your message.

The idea is to get out the message you want while still responding to questions from the reporter. At the outset, it helps to personalize the experience. Always break the ice with reporters by asking something about them — where they grew up, what their interests are, what kind of stories they have covered. Showing an interest in them makes you more likable.

Here are tips for staying in control during an interview:

Set a goal for every interview. Prepare your message points, usually at least three points that you will determine to make, no matter what else you are asked.

Your key message points should

- Provide a headline, plus proofs – refer to 911truth.org materials for content

- Provide focus

- Be reiterated during the interview

Plan to hammer home your key messages. For interviews, keep answers — especially for TV or radio — to about 25 to 40 seconds each. When it's appropriate, use props or visual materials to vary your pacing.

Project confidence, control, and credibility. Focus on what you say and how you say it. In an interview, remember to use illustrations, anecdotes and analogies to make your point. Speak clear, plain English and try to avoid jargon. Be enthusiastic and engaging.

Stay on track with your message. Reporters usually can only use what you say against you. If the interview goes off track, stop it. You can ask for a break, a glass of water, and a visit to the restroom.

Off the Record. Nothing is 100% off the record. This goes for all appearances, not just interviews. Whatever you say — anywhere — can follow you around endlessly and perhaps disastrously. If you don't know the answer to a question, say so. Then later on, be certain to get back to the reporter with an answer.

No Comment. You have probably heard that “No Comment” is the worst thing you can say in an interview situation. “No Comment” can often be taken to mean “Guilty as charged.” It can be seen as an attempt to hide something, or as a lack of cooperation. However, sometimes you really aren't in a position to make a comment. Here are some alternatives.

- “We’ve just learned about the situation and we’re investigating it.”
- “I don’t have the answer to that question off the top of my head, but I’ll find out and get back to you.” (Then you actually do have to do this and follow up with the reporter.)
- “I’m not an authority on that subject, but you can ask _____.”

None of these statements answers the question, but they do imply cooperation and a willingness to be helpful.

Blocking and Bridging. This technique is a way to get your message across no matter what the questions. It's a basic technique to seize and keep control, to get from where you are to where you want to go. This technique allows you to deflect any attempts to derail your message. "Bridging" creates a transition so that you can move from one subject to the message you want to communicate. First answer the direct question, then transition to your message.

If you're asked about a problem, talk about a solution. Don't concentrate so much on the questions asked that you forget to make the points you want to make. And never repeat a negative. Take the offensive. If you prepare only to respond, you prepare to lose. Make your assertions and support your case. The following phrases will help you block a diversion and bridge to your communications objective:

- What's important to remember, however . . .
- What that means is . . .
- That's a good point, but I think you'd be interested in knowing . . .
- .
- Let me put that in perspective . . .

Prepare take-aways. Always plan the points or facts you want the reporter and, by extension, the audience to walk away thinking about. You might identify these points as the building blocks of your presentation.

It's not over when it's over. Make sure to track the results and get reviews of your performance. Ask friends and colleagues how well your message went over. Be smart and brave enough to make the necessary improvements, so you do even better next time. *Please share results with 911truth.org grassroots outreach committee so others can learn from your experience. (paul@911truth.org)*

Anticipate media tactics. While most ethical journalists behave professionally, some may use techniques to elicit a negative quotation. A question may be phrased in such a way that it's difficult to answer positively. Be aware of what may come up and you'll be prepared!

- **Speculation:** Trying to get you to speculate on a hypothetical situation or predict the future. Respond only to real situations and don't guess about subjects about which you know little or nothing.

- ***Either/or Dilemma:*** Presenting a situation as an either-or event, and asking you to choose between two unacceptable alternatives. Restate the question, and explain the real situation.
- ***Speaking for Someone Not Present:*** The reporter tries to create a controversy by reporting someone else's words to you, getting your reaction, calling the absent party, getting their reaction, and so on. Don't comment on commentary from another source, unless you've heard the statement firsthand and are qualified to comment.
- ***Loaded Negatives:*** Beginning with a question that is negative or incorrect so that if you don't correct the statement, you'll appear to be tacitly agreeing with it. Politely correct the false statement, state the true situation, and then answer the question.
- ***Rapid Fire:*** in which the questions are fired rapidly, without giving you time for a complete response. Answer the questions at your own pace. Answer only the questions you want to answer. If the reporter keeps up a barrage of questions, keep quiet until they stop and then answer the questions one at a time.

3. MEDIA OUTREACH DOCUMENTS

This section covers the two types of media documents you are likely to prepare and provides samples for style and content guidance.

News release. News releases generate interest among the media about the release contents. They generate curiosity and inspire further questions by reporters. Make your release brief, interesting, timely and of course, include your local angle. Begin with a short, attention-grabbing news hook in the first paragraph. Include a quote and explain the event or project as accurately as possible. Limit releases to a page or two. Include the name(s) and phone number(s) of your spokesperson(s) who can give an interview and answer questions.

Media advisory. A media advisory *invites* media to attend your plenary. Keep it short and simple. Include a catchy lead sentence detailing why the event is important with enough information to catch the reporter's attention. Answer the "five W's": who, what, when, where and why. And for television crews, be sure to include what part of your event will provide the best visual for their cameras. Send your advisory two weeks before your event. Make follow-up phone calls a day or two before your event.

Distributing a Media Advisory

Below are some suggestions for successfully distributing your advisory.

- **Place it on the “daybooks” and in “week-ahead” columns.** “Daybooks” are daily listings of all activities that media are invited to attend – they are not read by the general public. In contrast, “week-ahead” columns reach a wider audience because they are published in local newspapers and business publications. Both of these tools can help you spread the word about your particular campaign or event.
- **Call the local bureaus of newswire services,** such as the Associated Press and Reuters, in your city or state and ask for the name of the daybook editor and that person’s fax number. Fax your advisory and ask the daybook editor to place it on the newswire’s “daybook” the week before, the day before, and the day of the event. (Some media services, such as PR Newswire, charge for posting such information, so you may wish to inquire first.) Also call local newspapers and business publications that feature upcoming activities, asking them to place the advisory in their “week-ahead” columns or calendar listings to encourage community members to attend your event.
- **Create a media list.** Send the advisory to local media outlets in your community one week before your event. To do so, you should develop a current media list—a fundamental tool that organizes information about reporters. Your list of media outlets must be accurate and up to date to effectively reach reporters with your story. This list also can be used when distributing your press release, which will contain more information about your event.
- **Follow up.** After you e-mail or fax the media advisory, contact reporters by phone to determine their interest in attending or covering the event. This type of personal effort often can make a big difference in generating media interest.

On the following pages you will find a sample of each of the documents above.

Remember, total length should be no more than two double-spaced pages.

SAMPLE PRESS RELEASE

All media calls are directed on a day-to-day basis to this person.

Media contact: FirstName LastName
(000) 000-0000
firstname_lastname@anyorganization.org

When writing the headline, try to think about what a newspaper headline would say

FOR IMMEDIATE RELEASE

YOUR COMMUNITY HOSTING [LECTURE/MOVIE/MULTIMEDIA PRESENTATION]

ON NATION'S MOST PIVOTAL HISTORICAL EVENT

The dateline includes city, state and date of

Community expecting record turnout

YOURTOWN, YOURSTATE, Month Day, 2007 – Try to tie your first paragraph to a trend, statistic or current event. Ideally, this is a place to state the who, what, where and when of your event or activity.

Recent national polls have shown that only 16% of the American public believe they have been told the whole truth about the events of September 11, 2001. Chicago residents who also feel this way should be happy to hear that the [local truth group] will be presenting a public educational forum on October 16, 2007. This event will reveal fundamental issues and evidence that make the official story unsupportable, and things we can do as citizens to promote wider understanding of these tragic crimes and their deadly aftermath and finally achieve justice and accountability.

The event titled, ["Rethinking 9/11"] will feature [speaker(s) or movie name(s)]. [Insert brief blurb about speaker(s) or movie here].

"Quote from local organizer," said Organizer Name. "Second part of quote."

Make sure quotations actually add information.

More information about your group's activities [It also sometimes helps to find other timely quotes to use from recent statements by popular figures. Search the 911truth.org and <http://patriotsquestion911.com> websites for quotes from prominent personalities who might best engage your desired audience.]

About [Your 9/11 Truth Group]

This last paragraph is the "boilerplate." Boilerplate gives basic information about your organization.

Since [2005], [Chicago 9/11 Truth] has provided our community about the slowly emerging crisis in our nation's most serious constitutional, governmental and security crisis in modern history. [Chicago 9/11 Truth] belongs to growing

network of over 200 grassroots group dedicated to educating the American public to the basic deceptions driving the “War on Terror,” “Patriot Act” attacks on our Constitution & Bill of Rights, and the accelerating corporate coup d’état. [Chicago 9/11 Truth] members are concerned and patriotic citizens, students, scholars and media activists working for an informed democracy and has previously sponsored [list any previous notable activities or events]. Our group encourages the widest public participation and cordially invites you to visit us at [chicago911truth.org].

###



This means “the

SAMPLE MEDIA ADVISORY

MEDIA ADVISORY

Date

YOUR GROUP OFFERS [LECTURE/MOVIE/PANEL DISCUSSION] ON THE INCREASING PUBLIC DEMAND FOR A NEW 9/11 INVESTIGATION

OCTOBER 16, 2007

Something Local and Newsworthy

This is sample text. Make sure you include a local angle. It has to entice the media to want to come!

Recent polling data from CBS, the New York Times, Scripps Howard and Zogby International now indicate that over 80% of [Chicago] citizens distrust the official 9/11 story and more than a third suspect US government complicity. To understand the roots and implications of this unprecedented suspicion, [Chicago 9/11 Truth] is presenting a public educational forum featuring [speaker(s) or movie name(s)].

[Insert brief blurb about speaker(s) or movie here and why they should be of interest to your particular community or desired audience. If speakers are involved, also indicate how they may be reached for private press interviews before or after the event].


WHO: [participants]

WHEN: [date, times]

WHERE: [your location]

CONTACT: [name and phone number of primary contact for event]

*This last paragraph is the “boilerplate.”
Boilerplate gives basic information about
your organization. Rephrase as necessary...*

About Your 9/11 Truth Group 

Since [2005], [Chicago 9/11 Truth] has been working to inform the local community about the slowly emerging truth of 9/11 and the roots of our nation’s most serious constitutional, governmental and security crisis in modern history. [Chicago 9/11 Truth] belongs to growing network of over 200 grassroots group dedicated to educating the American public to the basic deceptions driving the “War on Terror,” “Patriot Act” attacks on our Constitution & Bill of Rights, and the accelerating corporate coup d’état. [Chicago 9/11 Truth] members are concerned and patriotic citizens, students, scholars and media activists working for an informed democracy and has previously sponsored [list any previous notable activities or events]. Our group encourages the widest public participation and cordially invites you to visit us at [chicago911truth.org].

* Gratefully adapted from the Bioneers Press Relations kit.

Appendix B: Impeachment Resolution

Many feel that a resolution for impeachment is the route to take to begin the legal process; once proceedings begin then the 9/11 information can be presented. Rep. Barbara Lee's Resolution of Inquiry followed on the heels of the Downing Street Memo. Once such a resolution is passed in Congress, powers to conduct a complete investigation of the Bush-Cheney administration will be in Congress. All possible acts which might arise to high crimes and misdemeanors will be investigated. Thus the various causes such as 9/11 Truth, Afghanistan and Iraq Wars, no-bid contracts, torture, under-funding of libraries and NASA's budget for systems which observe changes to Earth's atmosphere and climate, etc., etc., will be open to investigation.

The following resolution was placed on the list of warrants for the annual town meeting in Stockbridge by lawyer Robert Feurer. A blank copy of the resolution follows for you to fill out. Evidently, one can bring this resolution to the board of selectmen and request they place same on the list of warrants, One can also circulate a resolution for signatures; show popular support for the resolution to be placed on the list of warrants. You will need to massage the resolution to your town.

Resolution to Impeach President George W. Bush and Vice President Richard B. Cheney

WHEREAS, George W. Bush and Richard B. Cheney conspired with others to defraud the United States of America by intentionally misleading Congress and the public regarding the threat from Iraq in order to justify a war in violation of Title 18 United States Code, Section 371; and

WHEREAS, George W. Bush has admitted to ordering the National Security Agency to conduct electronic surveillance of American civilians without seeking warrants from the Foreign Intelligence Surveillance Court of Review, duly constituted by Congress in 1978, in violation of Title 50 United States Code, Section 1805; and

WHEREAS, George W. Bush and Richard B. Cheney conspired to commit the torture of prisoners in violation of the "Federal Torture Act" Title 18 United States Code, Section 113C, the UN Torture Convention and the Geneva Convention, which under Article VI of the Constitution are part of the "supreme Law of the Land"; and

WHEREAS, George W. Bush and Richard B. Cheney acted to strip American citizens of their constitutional rights by ordering indefinite

detention without access to legal counsel, without charge and without the opportunity to appear before a civil judicial officer to challenge the detention, based solely on the discretionary designation by the President of a U.S. citizen as an "enemy combatant", all in subversion of law; and

WHEREAS, In all of this George W. Bush and Richard B. Cheney have acted in a manner contrary to their trust as President and Vice President, subversive of constitutional government to the great prejudice of the cause of law and justice, and to the manifest injury of the people of _____(insert your City/Town/State)_____ and of the United States of America; and

WHEREAS, Petitions from the country at large may be presented by the Speaker of the House according to Clause 3 of House Rule XII;

Be it resolved that George W. Bush and Richard B. Cheney, by such conduct, warrant impeachment and trial, and removal from office and disqualification to hold and enjoy any office of honor, trust or profit under the United States;

Be it resolved further by the City of _____ , That our senators and representatives in the United States Congress be, and they are hereby, requested to cause to be instituted in the Congress of the United States proper proceedings for the investigation of the activities of the George W. Bush and Richard B. Cheney, to the end that they may be impeached and removed from such office.

Be it resolved further, That the Clerk of the City of _____ be, and is hereby, instructed to certify to the Speaker of the House of Representatives, under the seal of the City of _____, a copy of this resolution and its adoption by the City of _____, as a petition, and request that this petition be delivered to the Office of the Clerk and entered in the United States Congressional Journal. The copies shall be marked with the word "Petition" at the top of the document and contain the original authorizing signature of the ____ (insert "Town Clerk" or whomever signs for the City)_____.

For more information, visit "<http://www.impeachbush.tv/>".and www.impeachpac.org/resolutions/