

Simple Steps for Holding a Demonstration and Press Conference in your Area

Keep these Words of Jesus Close to your heart:

“Blessed are those who are persecuted for justice’ sake, for theirs is the kingdom of heaven. Blessed are you when men revile you and persecute you and utter all kinds of evil against you falsely on my account. Rejoice and be glad, for your reward is great in heaven, for so men persecuted the prophets who were before you.” Matthew 5: 10-12.

Hello Friend,

If you will do what I am about to tell you, you will have a successful event. Do exactly what I tell you; do not shorten it; do not skip steps. I’ve been doing this for 25 years; these steps have been proven over a quarter of a century.

If you intend to do this, email me right away at web@overturnroe.com and call us right away, so we can add your city to the list. Give us the exact time and location of your event, and we will begin promoting it.

If you have specific questions – after you thoroughly read this document, call us at 904-687-9804.

Prepare your Heart and Your Troops

1) Decide you are going to do this – no matter what – even if it is just you and 2 other people. Do not ask permission; do not ask for peoples’ opinions as to whether or not you should do this. You are *leading* this event; that means you are out in front.

2) Do not leave your fate in other peoples’ hands. Once you’ve decided you are going to do this, start making calls to your closest family and friends who you think will join you. YOU call them. Do not delegate this.

3) Get a FIRM answer. “Maybe I’ll be there” means “no.” “I’ll try to be there” means “no.” Your heart will be grieved before this is over, because

people who you thought would join you won't. (Some people are terribly afraid that their reputation will be hurt.)

4) Ask those who commit to come to call their friends and invite them to join you. Turn participants into recruiters. If someone says they will recruit, follow up with them every day and ask how their calls and invitations are going.

5) If you have a pro-life Priest or Bishop, invite them to come. If they are not really pro-life, don't waste your time. And if you are afraid of them trying to talk you out of it, do not ask them, unless you can ignore their bad counsel. (That is why I said in #1 to just decide that you are doing this no matter what.)

6) Make your own signs on cheap white poster board with magic markers. Stay on point! The press conference is only one topic; don't try to attack multiple issues and points that are loosely connected. For example, If you are talking about a Supreme court nomination don't use signs that talk about taxes or human life amendments.

7) Take the press release template and fill in the blanks with your data. Press release template is at the end of this document.

Exact Press and Media Instructions

One of the key reasons we are doing this is to create a newsworthy event that can communicate the message of Truth. If you do a great event, and a few hundred cars see you, this is good. If your local TV or Radio or Newspaper or Internet Papers cover you, you reach thousands, hundreds of thousands, or even millions. This is great. It is critical that you follow these instructions EXACTLY as we give them to you.

1) Go to your yellow pages, or online, and get the phone numbers of all your local TV stations that broadcast news; this includes affiliates for ABC, CBS, FOX, NBC, TIME/WARNER, and any independents you might have. Get the phone numbers for your newspaper and your radio stations that produce local news.

- 2) Get the A.P. (Associated Press) phone number for your area. This is the most important number you could have for the long term. When you call them, ask for the A.P. Daybook.
- 3) Three days before the event, call each outlet, and ask for the “assignment desk” or the “assignment editor.” Once you reach that person, tell them you have a press release to give them about a demonstration in your area. Use spicy vague language as a hook and that locals will do the demonstration.
- 4) Send the email to the assignment desk (and/or whatever name they give you), then call in 30 to 60 minutes to confirm they received it.
- 5) On the day before the event, call every media outlet again to confirm that they know about your event.
- 6) On the day before the event, call A.P. and verify that your news release is posted on their “Daybook.” Many media people simply go to the AP Daybook every day to decide what to cover. That is why it is critical that they post it.
- 7) On the morning of your event, call each media outlet one last time to see if the story has been assigned to anyone. If not, ask the assignment editor if they can assign it then. If you have late breaking additional news – like a Priest or a Bishop or a doctor will be joining you – use that as an enticement to get them to cover the event.

At Your Demonstration and Press Conference

- 1) Arrive 30 minutes early with your signs ready to go.
- 2) As people arrive, give them a sign. Have them stand in front of the building on the sidewalk. (You DO NOT NEED a permit, or anyone’s permission to do this. It is our right and freedom, affirmed in the first Amendment to the Constitution).
- 3) Make sure people do not impede those walking on the sidewalk, or entering or exiting the building (unless you are specifically trying to get arrested for “civil disobedience.”) Make sure demonstrators’ signs are angled so that cars passing by can see them.

- 4) When the press arrives, make sure people are standing and holding signs in a way that gives good exposure to the words on the signs. That is a key way our message can get out.
- 5) When you talk to the press, talk in “sound bites.” Your quote should be 7-10 seconds long. Memorize the sound bites in the sample press release, or memorize your own. Just remember – less is better.
- 6) You are free to say the same thing, over and over, hammer your point. If you feel a reporter is trying to get you to say something you do not want to say, just ignore the question, and say your message. For example, you could say: “That’s not the point: The point is it’s immoral to perform abortions and distribute contraception” and “Would Notre Dame honor Pilate after he condemned Christ to death?”
- 7) Most radio stations do not send out reporters, but they will record a “sound bite” from you over the phone. Make sure you have the phone numbers of the radio stations; ask for the newsroom, and see if you can do an interview from the location.
- 8) Get video and still photos, then post them on line. Call anyone you know with a web site or a Blog and ask them to post your story. Many people get their news (and rumors!) from the internet.

Closing Thoughts

Perhaps this seems like a lot to you; or perhaps it looks pretty easy. Either way, if you will simply follow these instructions, it will go well with you. Your event will feel organized and focused, and you stand a really good chance for getting media coverage. These are the steps I have been using for 25 years. And history proves – we have gotten a lot of media coverage over the years.

When your event is finished: say a prayer that your message will be spread. Collect the phone numbers and emails of the participants in order to help you with future events; tell people to look for the news, and then write a letter to the editor to keep the debate going.

If you get media coverage, send us any links to stories at web@overturnroe.com.

God bless you. Call us if you are going to do this anti-Sotomayor event. We would love to hit 50 cities! Our number is: 904 687 9804. Be bold! Be courageous! Don't give up or give in!

Press Release Template Example

FOR IMMEDIATE RELEASE

Solidarity Rally in *[insert city location]* to Bear Witness Against Abortion in Honor of Pro-Life Martyr Jim Pouillon

Contact: *[insert your name and cell phone]*

DATELINE: *[insert city location]*

Time and Location: *[insert date, time and location]*

In conjunction with demonstrations across America, concerned individuals from (your city) will hold a demonstration on (insert weekday, date, month, time, address, city, state) in protest against abortion in honor of

[your name] states:

“[insert a poignant quote in regards to the murder of Jim Pouillon.]”

Randall Terry states:

“Jim Pouillon was murdered because he showed the truth about abortion. We want every child-killer, abortionists and supporters of abortion, to know: we will not back down; we will not flinch; we will not retreat a single inch.

“Jim was gunned down at a high school, we will go across the nation with the same protest at high schools in honor of Jim and to tell the world we will not stop.”

More info at www.OverturnRoe.com

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