



CONVENTION OF STATES

A PROJECT OF CITIZENS FOR SELF-GOVERNANCE

Essential Tips for Talking with the Press

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Everything is always on the record

- Treat every interview as though its “The Big One”
- If you don’t know an answer, admit it and use that honesty as an opportunity to follow up with the reporter later

PREPARATION

- Know the goal/mission of the COS
- Have 3 talking points that articulate the COS mission
- Practice them out loud
- Be able to articulate your points in 8-10 seconds
- Plan what you want the reporter to take away
- Be “visual” with words by using short sentences, action verbs and simple language

PROFESSIONAL

- Preparation breeds confidence
- **YOU** are the local face of COS so **SMILE** (yes, even for radio)
- Always repeat the question in your answer; never answer “yes” or “no”
- Finish your statements; answer in complete sentences

Sneaky things reporters may do

- **Don't be intimidated by silence;** it's just a trick to get you to offer information you weren't planning on divulging.
- Never answer a hypothetical question
- **Pre and post-interview small talk with the reporter is always fair-game for a story**
- If the reporter tries or gets you off message, always bring your answer back to your key message points
 - Use “bridging” if you need to
 - “Let me put that in perspective. . .”
 - “Here's another consideration. . .”
 - “It's important to remember that. . .”

Messaging for Convention of States

- The Federal government is broken. This is not a partisan issue. DC will never voluntarily relinquish their power. Through the Article V process, the citizens and states have the authority to put government back into the hands of the People.
 - Emphasize that COS is a solution-oriented project that will put government back into the hands of the people and LIMIT the power of the federal government.



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Messaging for Convention of States

- Founder George Mason included Article V because the Framers knew that this day would come.
- The power is given when just 2/3 of states (34) submit **applications** calling for a convention of states. The applications must deal with the same **issue or topic** (i.e. limiting the power and jurisdiction of the federal gov't).
 - Make sure you understand why this is a convention of states and NOT a constitutional convention. There is some confusion with this among other conservative organizations and even state legislators.



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Messaging for Convention of States

- Neither Congress, the President, nor a Governor has authority to stop a COS. The Founders made sure of that. After the states propose, debate, and vote upon proposed amendments, they will be sent to the 50 state legislatures for ratification. Three-quarters of the states must agree for any of the amendments to be ratified.



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