

**Information Operations (IO)
in Support of the
Convention of States Project**

**Prepping the American IO Zones of Engagement
Before Experiencing the Hot Fight**

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The Complexity of the American information landscape

We live in a digital world. That is an unassailable fact. Those individuals, typically older, who have rejected computers and the internet as a means of getting their news and information are now a strong minority, while the younger the group sample is, the less likely it is that they are watching network news, and the more likely it is they are tuned into the likes of Facebook, Twitter, Vox, Slate, and others. The majority of these venues can rightfully be considered hostile territory for the Convention of States (CoS) effort, as the administrators of these on-line services are, generally speaking, left-leaning themselves, and tend to skew their services or sites toward the left, creating a challenging landscape for CoS supporters to navigate.

Primary sources of news and information for various segments of society

Ask a voting age millennial where they get their news and frequently the response is limited to "I don't keep up with the news." These young adults are intensely connected, very-savvy on the ways of the internet, but tend to limit much of their time to only a few platforms. News sites of any description other than sports and entertainment are rare for them. According to the [2017 U.S. Mobile App Report from comScore](#), these are the apps that millennials aged 18 - 34 say they "can't go without":

- | | |
|----------------------------|-------------------------|
| 1. Amazon, 35% | 6. Google Maps: 14% |
| 2. Gmail, 30% | 7. Google Search: 11% |
| 3. Facebook, 29% | 8. Apple App Store: 11% |
| 4. Facebook Messenger, 18% | 9. WhatsApp: 11% |
| 5. YouTube, 16% | 10: Instagram: 11% |

Perhaps less surprising was the amount of time that millennials actually spent on their phones; 18-to-24 year olds say they spend 66% of their "digital media time" on their smartphone, compared with just 23% on their desktops; 25-to-34 year olds spend 54% and 31%, respectively, on those platforms. A pretty impressive 19% of millennials also said they'd purchased 12 or more apps in the past year, compared with just 3% of Gen Xers and 1% of baby boomers.

While there are surprises in this listing there also opportunities that CoS might be able to use to its advantage. [A Pew Research Center study](#) conducted last summer suggested that the number of Americans getting their news from a screen, be it TV or online, is up; at 57% and 38%, while radio (25%) and print media (20%) are sharply down from past habits. A continued focus by the CoS on information dissemination via online sources and TV will seem to be the most successful.

Current posture: where does the CoS stand? Exposure?

Twelve of the Several States have signed on to the Convention of States. While that makes for a commendable start, I should point out that it's actually close to being a tipping point; ignorance of the CoS Project is widespread, and there is little information out there other than the actual CoS website, but that there is quite a bit of negative material existent on the web.

Existing content regarding the Convention of States

The CoS has quite a bit of information in various formats posted to its several websites. The problem is that we're not getting many mentions (with links, which are absolutely necessary) on other websites, which helps expand and develop the SEO campaign.

Using the vast network of talent available to the CoS Project, new material needs to be posted to various portions of the internet, and soon. Short magazine or newspaper-length articles regarding the original Convention and the creation of the 2nd clause of Article V, the Founders, and the wide range of topics relevant to today's effort need to be disseminated. Opinion pieces, factual pieces, and even parody pieces, done correctly, all will contribute to increasing the depth of field in the online repository of material related to the philosophy, technique, process, and status of the Convention of States Project.

On the existing CoS YouTube channel top 12 CoS videos, only the PragerU and Convention of States - Alabama videos have more than 100K views. The average is 10 - 15K, and this on videos that have been posted for up to four years. Additionally, the channel has only 7K subscribers. 'Going Viral' has got to be the collective objective, and being seen, and frequently, is critical.

Five pages deep into Google & Bing, where are we?

CoS has a very well-developed web site, a YouTube channel, Twitter feed, and FaceBook, Instagram, and LinkedIn pages. Yet, with all that web presence, searching for the Convention of States, or related searches, don't dish up a whole lot of happy news for the project. The problem lies in the apparent ineffectiveness of the CoS' Search Engine Optimization campaign, which doesn't seem to be very advanced, nor effective. Web content that's published on a website that's accessible by the internet will be reviewed periodically by search engine service provider's bots that are tasked with cataloguing the internet so that a search query can be answered coherently. Appearing at or near the top of a Google, Bing, or Yahoo web search by a citizen is a **critical task** for any information campaign. No intention here to offer advice on how to run a successful SEO campaign, but this issue must be addressed if we expect to win in the coming trials.

Searches for 'Article 5' yield nary a single reference to CoS, but after discussing the CoS Project with the domain owner, he very graciously provided a direct link to the CoS main website. This will be helpful in redirecting searchers over to CoS, and deserves some Project recognition..

Searches for 'Article V' are slightly better, but not much. Material published by Slate, Vox, and both the New Yorker and the Economist all appear before the CoS' information.

Finally, searching for 'convention of states' naturally renders our website in position # 1, along with the Facebook page. Negative information from the Economist and others is crowding near the top position, though, and needs to be addressed by frequent posting on a wide variety of sites.

In the conduct of a modern-day information war, the importance of SEO and its applications simply can't be stressed enough. As we all know, the average American has a short attention span. Getting them to look us up on the web is in itself a victory, but to have that winning edge dulled by our not appearing front and center on the search is to concede the fight. We've got to do better.

Social Media and Information Operations

Engagement is the name of the game here. Clicks count, as does monetization. Surely, more is better. I'm unfamiliar with how many web-masters the CoS Project has, if they are outsourced or are in-house, or the degree of their expertise. One aspect of organizational growth is sometimes an aversion to change; as a project gets bigger and more complex, we tend to add on to our 'house' much like a couple adds rooms onto their house to accommodate a growing family. After a while, it becomes a sprawling mess that is no longer mutually supporting satisfactorily as you go from room to room. Websites can be much the same, and we cling to what we've got, mainly because "well, it's not broken, so we don't need to fix it." This attitude is folly, and provides a guarantee of failure. While I'm not saying

The Soros-funded opposition

We've all seen the improbably long list of the Soros-funded organizations that have all declared their opposition to the successful completion of the CoS Project. At this stage of the fight, what is important to know is that They are VERY well funded. [Soros has recently donated \\$18 billion to the Open Society Foundation](#), which supports a wide range of projects worldwide. Their US budget for 2018 includes a variety of projects, some of which include the following:

- \$10M for Equality and Anti-Discrimination
- \$5M for Human Rights Movements & Institutions
- \$20M for Justice Reform & the Rule of Law
- \$40M for Democratic Practice
- \$5M for Economic Governance & Advancement.

Just how much of that money is earmarked to fight the CoS Project is anybody's guess, but suffice it to say it will be a significant amount. Collectively, that can amount to a huge amount of buses, paid protesters, internet and TV airtime, and possibly paid-off politicians and moles within our own organization. They will not be deterred from their task of seeing our Project defeated.

Not all opposition will be from obvious sources. I'm a 32 year Army combat arms guy, and a dear friend of mine, with similar background and duration of service, complained to me that his solemn oath to 'support and defend the Constitution of the United States from all enemies, foreign and domestic,' was one he took seriously, and while he liked the idea of

amendments for a balanced budget, term limits, etc... he wasn't too cool with the CoS' notion of potentially writing a new Constitution, one that he hadn't taken that oath to defend. This was a simple case of applying some further education to what is ordinarily a very motivated and capable guy. A simple lack of basic knowledge regarding the topic, its limits, its intent, etc. caused him to balk and refuse support. After 15 minutes of one-on-one, he gladly signed the petition. We will see a lot of this as people start to learn about Article V; it depends on the quality and quantity of their training materials.

With 20 States signing on, where will we be? What about at 34 States?

Currently, the majority of Americans are completely innocent of the Convention of States. Indeed, most of them are unaware of what the US Constitution says, let alone Article V, so it will come as no surprise that they don't know a process exists whereby their own States can go around Congress to ratify amendments to the Constitution. Given the extent to which people don't know the rules, let alone the game, they will be subject to disinformation campaigns by the opposition forces, namely the Mass Media and the George Soros efforts.

This can be taken as a bit of prognostication, but as I see it... as the number of states signing-on to the CoS approaches 20 states, increasing amounts of air time will be dedicated to showing how crazy the CoS effort is, how its supporters are demented, or are willing to overthrow America, or "insert any pejorative description you like". As the current fight is still in its infancy, little actual work has been done to prep the battlefield with the trips, snares, and minefields we'll be seeing later on. With little opposition in place, I'd argue that now is the time to get the maximum amount of exposure supporting CoS out into the open. Resistance will be primarily in the form of disinformation; the "Runaway Convention" canard will figure prominently, and will be used as a bludgeon ad nauseum. Remember that, especially amongst an uninformed and apathetic populace "a lie repeated often enough becomes the truth" ~ [\(mis\)attributed to Joseph Goebbels, but an adaptation from Hitler's "Big Lie" in Mein Kampf chap 10](#). A deep bullpen of respected and articulate people supporting CoS need to be assembled and trained for employment on the local, state, and national stage. The sooner, the better, and their thorough training is critical, as full competency on all aspects of the topic is needed to maintain credibility by CoS supporters, endorsers, and representatives.

Once 34 states have signed on, and the Convention is called, we can expect the collective Left to essentially lose their minds. **CoS will already be manifestly dominating the national news cycle**; coverage and commentary about the dangers associated with this reckless course of action will be continual. Funding for their efforts will be via the Open Society Foundation and others; they will not lack for money. The fight at this point will be bitter and protracted. Luckily for us, however, heads will begin to explode, figuratively, and an interesting process will begin to happen... common sense will filter through to some, who will ["take the Red pill."](#) Changing the minds of those who are deeply entrenched against the CoS will be difficult, but ["Ignorance is bliss unless you wake up to it."](#) Those who do Red Pill must be found and fully exploited, just as the [Eagle Forum President who changed her mind](#) about the CoS Project. More is certainly better in this department.

Lessons Learned: How the American Opposition might engage in knife-fighting

I volunteered as a District Captain, and after a few phone calls with State Leadership I was sent an email with instructions to log onto the CoS website and to drill down into the dashboard. There, I found that, with no actual vetting or a face-to-face meeting, I was granted access to the personal information regarding the entire list of North Carolina CoS volunteers and leadership. This included home addresses, phone numbers, when they were last contacted, what type of activities they are involved in regarding CoS, and even which leaders had taken the time to reach out to them. In short, it was the whole ball of wax. - I was astounded - Why would the CoS, which aims to make some very big waves in America as it endeavors to affect real change in very core of our Government, have such lax security on its member roll? Why is the compartmentalization limited to state-level? As a new volunteer DC, I could see giving me access to my district's supporters, and maybe one or two of the state leaders as my points of contact. But the whole state's listing? This can potentially be very dangerous to the organization, and I very strongly recommend that this security issue be addressed soonest.

How hard would it be for me to have been an Open Society koolaid-drinking fanatic, posing as a concerned Veteran who wants to help the CoS? And how many sheets of paper would it have taken for me to actually print out the whole roster, let alone simply right-clicking on each page and saving directly to my Google Drive? And after my liberal henchmen in other states gain similar access, they will certainly parse through the data. How many registered Sex Offenders do you think they just might find? Or Felons? Or have Project members experiencing harassing phone calls, emails, and visits to the front door? The point is that the Left will spend all the time necessary to find the dirt necessary to discredit, smear, and otherwise ruin the CoS efforts. All they need to do is score once or twice, while on the flip side all we as CoS need to do is get burned once, or twice, and it's potentially all over.

Realize that the opposition, when the votes get close, will stop at literally nothing to halt the progress of this train; they truly see any threat to the Big Government status quo as anathema to their Progressive Agenda, and will fight tooth and nail to stop it. We aren't ready to defend against such attacks, mainly because we're unprepared for them in the first place.

CoS can engage in and win by playing the ethical dirty war

It is often said that in combat there's no such thing as 'fighting fair.' You fight to win, and failing that, you'll be killed, and your unit will suffer the loss, making the odds of victory even steeper. While we're not going to be engaged in literal mortal combat, our goal is just as important, just as dear, to us and to our progeny. The apathy we see among voters at election time can't be tolerated this time. We need to get the people properly informed, and also properly motivated to actually ACT on ensuring their legislators know their position, and exactly what they expect of their legislators in supporting CoS Project. Numbers have got to be

astronomical. This has to be a literal landslide of support to push through to a successful conclusion, and, given enough capable and energetic volunteers, it will be a successful campaign.