



The Power of Conservative Citizen Journalism



Where We Are Headed...

1. The Origins of “The Tennessee Conservative”
2. How the Liberal Media Negatively Shapes Policy & Culture In Tennessee
3. The Drastically Outnumbered Conservative Press
4. Our Mission
5. The Power of Conservative Citizen Journalism & How to Do It Right
6. Fighting to Keep Tennessee FREE!
7. Questions



Caution: I Use Plain Talk



Who Am I?

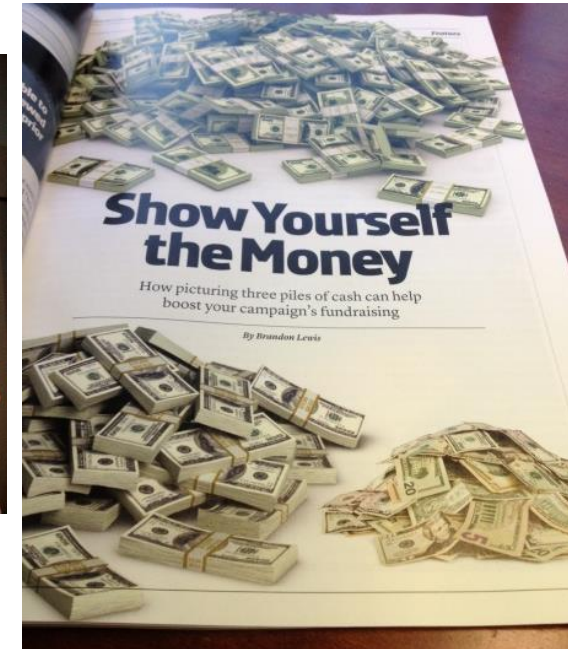
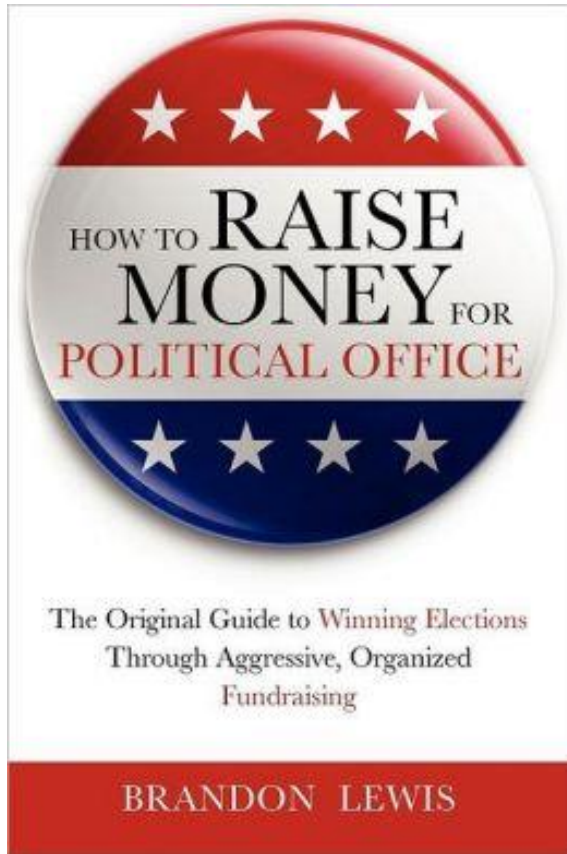


Who's the Short Man with the Redneck Accent?

- ★ Grew up in Arab, AL
- ★ *We were poor folks to the poor folks*
- ★ B.S. in Marketing, Magna Cum Laude & MBA, Concentration in Entrepreneurship
- ★ Husband & Father
- ★ Friendship
- ★ Country Music/Camping
- ★ Presbyterian Roots
- ★ *I Love the USA*



Political & Organizational Work



1 8 9 3  Baylor School



From Politics, to Painting, to Press...

- ★ I got bored...
- ★ Hit over \$1,000,000.00 in sales and over 20 associates
- ★ Sold our company for over \$440,000 in a still struggling economy in five years time



Lewis finds passion in painting, politics

BY HOLLY COWART
COMMUNITY NEWS ASSISTANT EDITOR
In an economy where having one business is considered a gamble, Brandon Lewis has two.
The Brainerd resident owns and runs Painter Ready, a commercial and residential painting business, and The Lewis Group, which does nonprofit and political fundraising consulting.
"Painting and politics are similar in that you're always trying to cover something up," he said.
The big difference is the clientele because everyone

He got his nonprofit fundraising start working for the Muscular Dystrophy Association. On the side he was working with local political candidates and was asked to join Sen. Bob Corker's campaign as finance coordinator.
"We worked 13 hours a day, six days a week, and half a day on Sunday for a year and we raised as much

as had ever been raised in state history," he said. "It was amazing. Election night was terrifying because we didn't have any idea what would happen — you never do in politics."
Lewis said politics doesn't influence his Painter Ready business, which is located at the Business Development Center in North Chattanooga.
"Many of my best customers are democrats and libertarians, I've even painted for a Green Party member before," he said. "Everyone has differing viewpoints."

Lewis said his experience with getting a new roof for his Brainerd home taught him about professionalism. The people he hired showed up three days after they said they would start. They charged for insulation that

See LEWIS, Page 7

ADS Security
We Protect what you treasure most
Interior and Perimeter Home Security Analysis
2 months of FREE Monitoring with this coupon

Applying thick coat

Political fundraising splits workdays of paint contractor

By Amy O. Williams
COMMUNITY NEWS ASSISTANT EDITOR

After a few less-than-stellar home improvement experiences, Brandon Lewis decided to open his home repair business.

Painter Ready started two years ago, and today Mr. Lewis already has a staff of 15 employees and a fairly steady stream of business. But that's not all Mr. Lewis, 28, has done in the past two years. While starting and running Painter Ready, he's been simultaneously running a political fundraising business called the Lewis Group.

He says the two businesses are not that different.

"Painting and politics are very similar because they're always trying to cover something up," he said jokingly.

With both Painter Ready and Lewis Group, he is providing a service, though the work may be raising money for a political candidate or doing painting and dry-wall work on a customer's home.

"There are fundamental principles that resonate through every business model, whether it be service or professional consulting," he said.

And it helps that Mr. Lewis is extremely driven. He hasn't turned on his television in three weeks and says his typical workweek averages about 60 hours. His reputation has earned him great respect from his



Painter Ready employee Joe Shadwick paints the gutter of a house off Shallowford Road.

clients, Bill Raines, owner of commercial real estate company The Raines Group, has had Painter Ready do some work on some property he owns, including his church, St. Mark's United Methodist church in North Chattanooga.

"Sometimes dealing with contractors can be a frustrating, time-consuming, unreliable performance business, and I have found him to meet at the right time and place to look at the work required, give back a very competitive bid and begin it and end it on time," Mr. Raines said. "Those are great accolades for contractors."
Mr. Lewis, originally from Arab, Ala., holds a degree in marketing from Jacksonville State University and an MBA from the University of Tennessee at Chattanooga.
He spent much of his career working with nonprofit organizations and served as finance coordinator for new U.S. Sen. Bob Corker, R-Tenn. He also served as major gifts officer at Baylor School during a capital campaign.
In addition to running his two businesses, Mr. Lewis participates in numerous civic organizations.



2013 The Academy for Professional Painting Contractors Was Born



Helping Blue-Collar Tradesmen Succeed as Entrepreneurs

- ★ Franchise Grade Business Systems for Independent Painting Contractors
- ★ Purchasing Group
- ★ Painter's Weekly
- ★ Coaching/Mentorship
- ★ Enterprise Consulting
- ★ Digital Services
- ★ Largest Industry Event in 2021
- ★ 450+ Painting Contractors
- ★ www.PaintersAcademy.com



Why I Tell You All This...
Folks Can't Listen to What You Say
Until They Discover Who You Are



How the Idea of *The Tennessee Conservative* Was Born...



After 6-Years of Political Hibernation, I Was Shaken Awake...



A Word About the Reality of Covid-19

- ★ I Am Not Trying to Be Dismissive or Insensitive
- ★ Covid is Real, and My Family Impacted By It's Effects Personally
- ★ We Had Enough Facts to Rediscover Normalcy Months Ago
- ★ **This Meeting Is About Freedom, Not Safety**



The Scene:

Life, Jobs, Freedom & Easter Are Cancelled...

**I Get An Unexpected Phone Call About a
Poorly Organized Protest**



I Had Never Attended a Protest Before... The Only Reason I Got Involved Is Because I Was Afraid It Would Struggle Without Me.



The Press ***Vilified*** Our Peaceful
Protests While Praising the Violent
Black Lives Matter Protests in TN...
I Had Seen This Before...



**After the Protest, It Was NOT Well With
My Soul... What Can One Man Do?**

**Coincidentally, Our Church Stopped
Meeting Out of Unfounded Fear...**

**We Visited Calvary Chapel On a
Recommendation...**

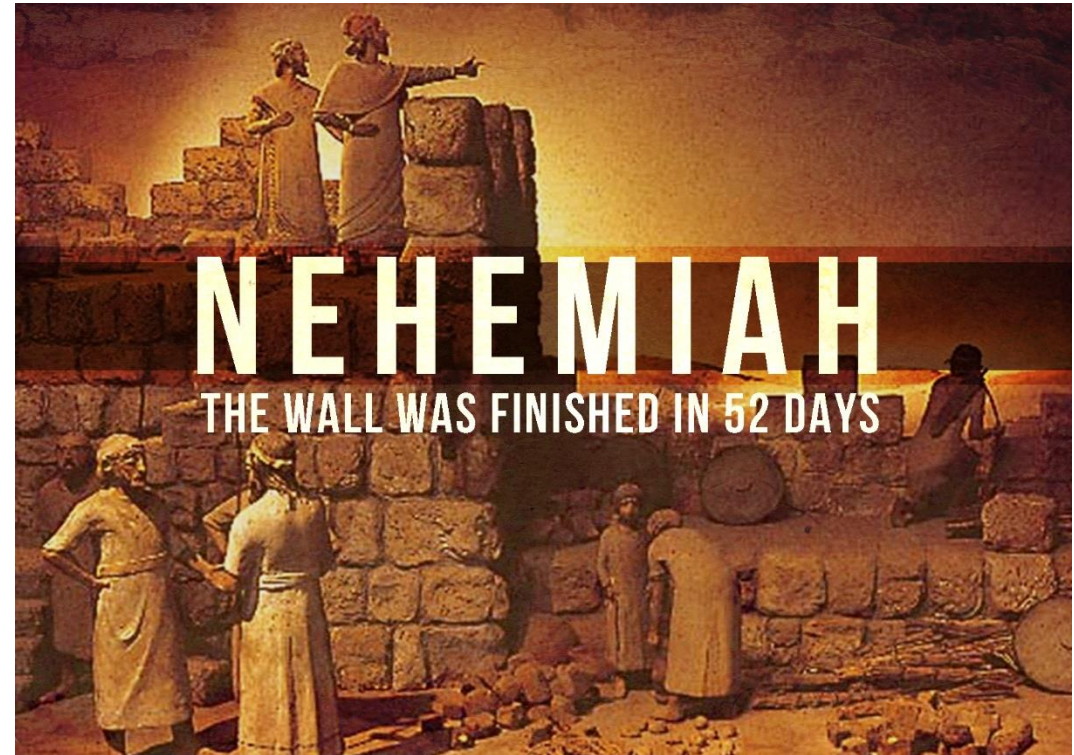


July 26th, Pastor Frank Preached on Nehemiah...



When I Left, I Told Kristin, “I Think I Have to Do Something.”

- ★ I Started Listening to Frank Preach
- ★ I Began Reading and Re-reading the Book of Nehemiah
- ★ I Began to Put Out Tentative Feelers to Old Political/Conservative Relationships on What to Do...



**For 20 Years, I Had
Heard Conservatives
Complain About the
Liberal Media in
Tennessee...**

**So, I Took a Leap of
Faith. It Was Time for
a Conservative News
Outlet in TN!**



In October, We Quietly Launched



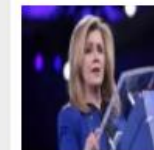
Tired of the Local Media's Liberal, Unfair Reporting?

Subscribe Free and Fight the 'Fake News'

Subscribe Now



National News



Senator Blackburn Introduces Women's Right To Know Act

U.S. Senator Marsha Blackburn Introduces The Woman's Right To Know Act To Protect The Health Of Pregnant Women And Unborn Children By Providing Adequate Medical Information For Informed Consent Before Abortions.



Republicans Push Back As Biden's Proposed Spending Requests Top \$6 Trillion

Republican Lawmakers Pushed Back Wednesday After The White House Unveiled A New \$1.8 Trillion Spending Plan That Includes Free College Tuition Provisions And Up To 12 Weeks Of Paid Family Leave.

Humor



Humor

Under The Green New Deal...

April 28, 2021 0

The US Government says that by 2030, 50% of all cars will be electric and 100% by 2040. Will you be getting an electric car soon?

- YES - If it helps the environment I'm in
- NO - They are still too expensive and no place to plug them in!
- THERE IS NO REPLACEMENT FOR DISPLACEMENT!

Vote



Social Media



Join Us

We communicate directly with subscribers to avoid social media censorship.

Who Isn't a Subscriber to The Tennessee Conservative?



Group Exercise...

1. Pull Up Your Text Messaging App
2. Type In the Number
423-205-5600
3. Text the Word “News”
4. Submit Your Email Address
5. Submit Your Name



How the Liberal Media Negatively Shapes Policy & Culture In Tennessee



The Leftist Tennessee Press...

- ★ Continually Attack Conservative Policy, Candidates & Culture
- ★ Promote Harmful Liberal Policies without Questioning Their Track Records of Being Ineffective
- ★ Normalize Radical Ideas in the Areas of Socialism, Communism & Racism
- ★ Do Not Hold the Government Accountable for Measurable Results
- ★ Bully Outspoken Conservatives & Praise RINO Republicans
- ★ Never Report on Republicans Not Being Conservative



A Few Recent Headlines I Found Last Week In 10 Minutes of Searching Local Tennessee News Sources



Tennessee lawmakers needlessly discriminate against transgender children

OPINION 10:00 a.m. CT Jun. 29



■ **FOR SUBSCRIBERS**

In Tennessee's battle with cancel culture, lived experience is too often ignored

OPINION LeBron Hill Jun. 27, 2021

No jail time in 1st Capitol riot sentence; Oath Keeper pleads guilty

An Indiana woman on Wednesday became the first defendant to be sentenced in the Jan. 6 insurrection at the U.S. Capitol and avoided time behind bars, while a member of the Oath Keepers extremist group pleaded guilty in a conspiracy case and agreed to cooperate with prosecutors in a major step forward for the massive investigation.

by ALANNA DURKIN RICHER and MICHAEL KUNZELMAN / The Associated Press

Biden targets law-breaking gun dealers in anti-crime plan

President Joe Biden announced new efforts Wednesday to stem a rising national tide of violent crime, declaring the federal government is "taking on the bad actors doing bad things to our communities."

by COLLEEN LONG and JONATHAN LEMIRE / The Associated Press



Black and transgender in Knoxville: 'Live in your truth'

NEWS 10:14 p.m. ET Jun. 28

Celebrate Juneteenth: Things to do in Knoxville for Freedom Day

Angela Dennis Knoxville News Sentinel
Published 10:00 p.m. ET Jun. 15, 2021



In Tennessee, Conservative News Outlets Are Outnumbered 80 to 1

- ★ While there are 179 newspapers and digital news outlets in Tennessee, there are only two Conservative news publications in our state.
- ★ Only 7% of journalist identify as Republican (2015). This overwhelming disparity pushes our state to the left.



What's the Mission of the Tennessee Conservative?



Investigative Journalism



Local News

Biden's Border Crisis Comes To Tennessee: Unknown Number Of Migrant Children Held In Chattanooga

April 9, 2021 19 Comments Baptiste Group, Border Crisis, Chattanooga, Children, Hamilton County, migrants, Shelby County, Tennessee



Published April 9, 2021



Local News

Panhandler's Paradise: Records Reveal Chattanooga Police Refuse to Enforce Laws

Getting Leaders on the Record & Broadcasting Conservative Stories



Pointing Out the Dangers of Leftism



Opinion

Why Do Red States Like Tennessee Allow Radicals to Hijack Their Taxpayer-Funded Universities?



Opinion

Biden's Press Pass From Liberal Media Is Nothing New

June 29, 2021 0 Comments Biden Administration, Democrats, Donald Trump, Hunter Biden, Joe Biden, Journalism, Kamala Harris, Left-Wing, left-wing media, Liberal Media, Opinion, Policies, William Haupt III

Holding Republicans Accountable to Be Conservative... Policy Over Personality



State News

Rep. Robin Smith, Lobbyists & 6 Republicans Kill Religious Objections Bill

March 3, 2021 5 Comments Abbvie, Aetna Inc, Amendment, Astellas Pharma US, Big Pharma, Blue Cross Blue Shield, Bob Freeman, Bob Ramsey, Bryan Terry, Children, Clark Boyd, COVID-19 vaccinations, COVID-19 Vaccine, Darren Jernigan, Freedom, GlaxoSmithKline, HB 0010, Health Subcommittee, House Bill 10, Humana Inc, Immunizations, Independent Medicine's PAC-TN, Jay Reedy, Larry Crain, Liberty, Mark Hall, Mark Pody, medical examinations, Merck, Novartis, PAC, Pandemic, Pat Marsh, Paul Sherrell, Pfizer, Pharma Tennessee PAC, pharmaceutical companies, Policy, Political Action Committees, Religious Exemption Protection Act, Religious Freedom, Republicans, Robin Smith, Sabi Kumar, Tennessee House of Representatives, Tennessee Medical Association



State News

Sen. Todd Gardenhire Faces Backlash Over Left-Leaning Stance On Illegal Immigration



Building a Community for Conservatives

What We Are Doing NOW!



Who Reads/Watches the Tennessee Conservative?

- ★ Elected Officials
- ★ Organizational Leaders
- ★ Activists
- ★ Small Business Owners
- ★ Professionals
- ★ Retirees
- ★ Homemakers



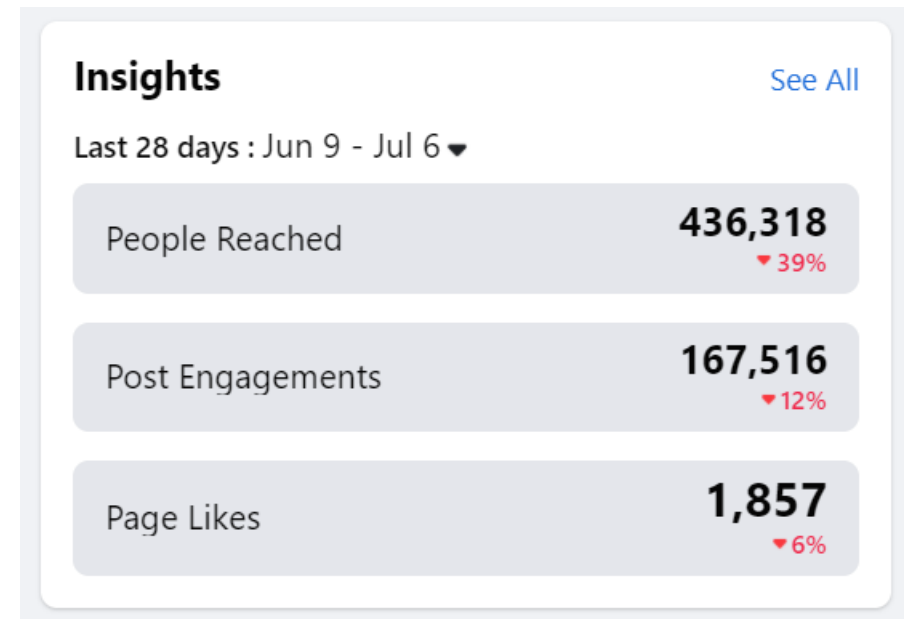
How Do You Reach Your Audience?

- ★ Daily E-Newsletter
- ★ Text Messaging
- ★ Website
- ★ Video
- ★ Social Media
- ★ Live Events



Some Interesting Numbers 7.7.21

- ★ 16,552 Email & Text Subscribers
- ★ Facebook: 11,212 Followers
- ★ Twitter: 209 followers
- ★ Parler: 989 followers
- ★ MeWe: 768 followers
- ★ YouTube: 281 subscribers
- ★ Our Subscribers Are Influencers, Connectors & Mavens



MEET THE TTC TEAM



**Jason Vaughn,
Media Director**



**Jennifer Berger,
Admin & "Catch All"**



**Helen VanDyke,
Freelance Reporter**



**Bella Farris,
Freelance Reporter**



**Mark Baldwin,
Meteorologist**

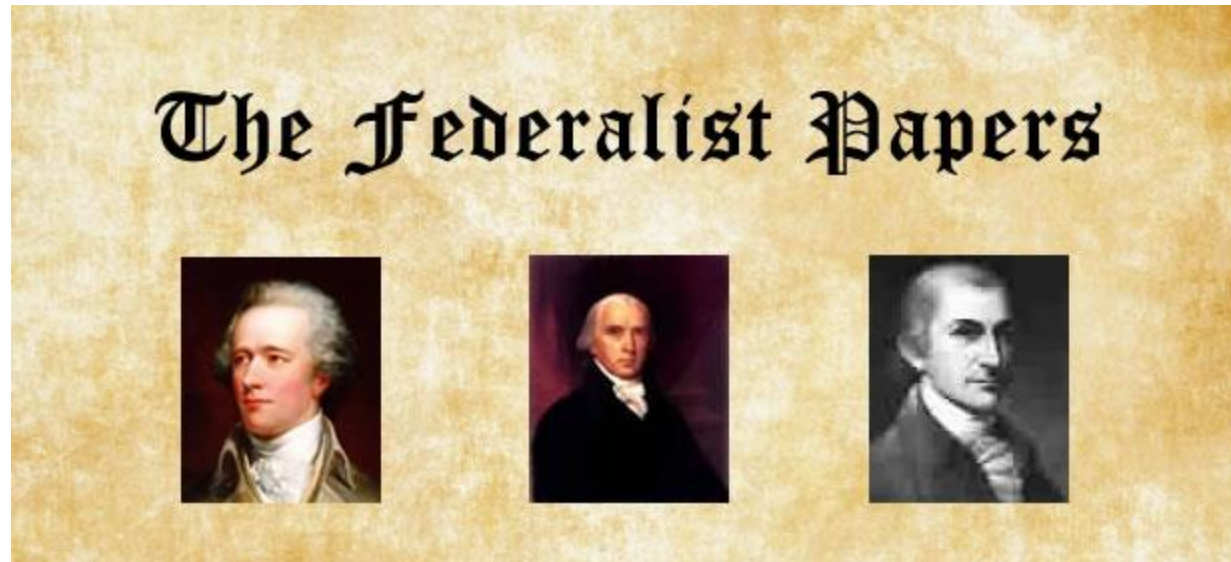


**William Haupt III,
Legislative
Correspondent**

The Power of Conservative Citizen Journalism



Many of Our Founding Fathers Were “Conservative Citizen Journalists”



We STILL Need Them TODAY!

What is a Conservative Citizen Journalist?

- ★ **A Conservative Citizen Journalist (CCJ) is a concerned, capable Conservative who reports on newsworthy topics as a volunteer in partnership with a receptive news outlet.**
 - ★ **You Have the Power to Make News & Influence Opinion**
 - ★ **You Provide the Tips, Leads & Content...**
 - ★ **We Provide the Credibility and Distribution**
- ★ **Why Are Conservative Citizen Journalists Important?**
 - ★ **We do not have the resources to be everywhere, see everything and cover important issues – especially in your local area.**
 - ★ **Liberal outlets will ignore your tips, leads or submissions because it does not fit their narrative.**



How to Become a Conservative Citizen Journalist in 6 Easy Steps



Step #1: What's Your Passion?

Selecting a “Beat”

- ★ Specific Legislative Bill?
- ★ Local Governing Body?
 - ★ County Commission
 - ★ School Board
 - ★ City Council?
- ★ Issue In General with a TN Perspective?
 - ★ CRT, Illegal Immigration,
 - ★ Economic, Civil, Religious or Medical Freedom?
 - ★ Cultural Issue?
- ★ Citizen Lobbying, Protests or Support Efforts?



What We Will & Won't Cover

★ Will Cover...

- ★ State & Local Stories of Interest
- ★ National Stories with a Tennessee Angle
- ★ Stories That Are Pre-Packaged With...
 - ★ Pictures, Video or Audio
 - ★ Source Documents
 - ★ A Written Press Release

★ Won't Cover

- ★ Generic National Stories Without a Tennessee Angle – This Is Overdone
- ★ Gossip, Speculation, Personal Issues
- ★ “Hey You Should Cover...”
- ★ Sharing a Neat Video or Article You Found



Step #2: How Will You Gather Information to Report?

1. Observation
 - ★ Recorded Sessions of Governing Bodies
 - ★ In Person Meetings/Events
 - ★ Ask Tough Questions
 - ★ Report What Was Said
 - ★ Get Comments from Attendees
2. FOIA or TN Open Records Requests
3. Personal, First-Hand Research
4. Interviews
5. Promotion of Event, Effort, Cause



Tennessee Sample FOIA Request

[Your Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Name of Custodian of Records]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [custodian of records]:

Under the Tennessee Open Records Act, §10-7-503 et seq., I am requesting an opportunity to inspect or obtain copies of public records that [Describe the records or information sought with enough detail for the public agency to respond. Be as specific as your knowledge of the available records will allow. But it is more important to describe the information you are seeking.]

If there are any fees for searching or copying these records, please inform me if the cost will exceed \$ _____. However, I would also like to request a waiver of all fees in that the disclosure of the requested information is in the public interest and will contribute significantly to the public's understanding of _____. [Here, you can identify yourself as a representative of the news media if applicable and state that your request is related to news gathering purposes.] This information is not being sought for commercial purposes.

The Tennessee Open Records Act requires a response time within seven days. If access to the records I am requesting will take longer than this amount of time, please contact me with information about when I might expect copies or the ability to inspect the requested records.

If you deny any or all of this request, please cite each specific exemption you feel justifies the refusal to release the information and notify me of the appeal procedures available to me under the law.

Thank you for considering my request.

Sincerely,
[Your Name]
[Your Phone number]

Keep It Focused. Keep It Simple.





tennesseconservativenews.com
news@tennesseconservativenews.com

Conservative Citizen Journalist Article Submission Agreement for Volunteers

On a scale of 1 to 10, how interesting will this be to a conservative reading audience? _____

The article I am submitting meets the following criteria:

- This article has been checked for proper spelling, grammar and punctuation.
- Article is free of libelous, slanderous or false information.
- This article has all sources cited properly.
- This article has no plagiarized content.
- This article is free of the opinion of the writer. Opinions expressed are those of individuals referenced in the article or those interviewed for the article.
- This article has been checked against articles appearing elsewhere to ensure it is not duplicate content originated or syndicated on The Tennessee Conservative.
- This article has a descriptive, engaging, clickable headline.
- This article's content leads with the news aspect of the story and gets the attention of the reader in the first and second paragraphs.

By signing my name below, I agree to the above criteria for the article I am submitting. I understand that my article will not be published should the article not meet this criterion. I acknowledge that I am submitting this article as a Conservative Citizen Journalist and volunteer without promise of compensation or ownership of rights to work submitted. While submitting this article, I understand I am not an employee or contractor for The Tennessee Conservative. I give The Tennessee Conservative the rights and permission to publish this content without compensation, limitations, copyrights or caveats. I take full legal and financial responsibility for any false, libelous or slanderous content contained within the article I have submitted for publication.

Step #3: Review the “Checklist”



FOR IMMEDIATE RELEASE
[Date]

CONTACT: [Name]
[Phone Number]
[Email]

[Catchy Title That Will Make People Want to Read the Article]

[Subtitle for Further Explanation]

[CITY], [STATE] — [This is the Introduction paragraph about the event, issue, or other initiative you want to publicize focusing on what makes the article interesting to Conservatives. To help generate interest, you want to make it engaging and newsworthy with such information as the “Five W’s”—(W)ho, (W)hat, (W)hen, (W)here, and (W)hy—when applicable.].

[Details in this paragraph should be an extension of the introduction. It should provide specifics about the topic and make the reader want to continue reading.]

[This paragraph should include, whenever possible, quotes from someone with authority or who is related to the story. Be sure to include their credentials, city or background if available and relevant. Quote could be followed by one sentence that summarizes the comment or highlights a general sentiment or characteristic about the comment shared by fellow conservatives. Whenever possible, give quotes from both sides of the story when possible – even if you disagree with the views expressed in the quote. This helps with credibility.]

[This paragraph should provide more details, links to source documents, images, video or other items to back up the main thrust of the article. This paragraph will mainly be read by people who are really interested in the topic.]

[This closing paragraph should summarize the article and give readers a chance to get more information or take action if appropriate or relevant.]

About [Your Name]

[Boilerplate language about your background as a Conservative Citizen Journalists that readers would find relevant, relatable and engaging. Include a headshot image if you have one.]

Step #4: Review the Press Release Template



Step #5: Getting Original Photos, Quotes & Video

★ Photos & Videos

- ★ Are they close enough to see/hear detail?
- ★ High resolution?
- ★ Engaging to readers/watchers?

★ Quotes

- ★ Who are you quoting?
- ★ Are they an opinion leader or relevant to the article?
- ★ Do you have both sides of the story?



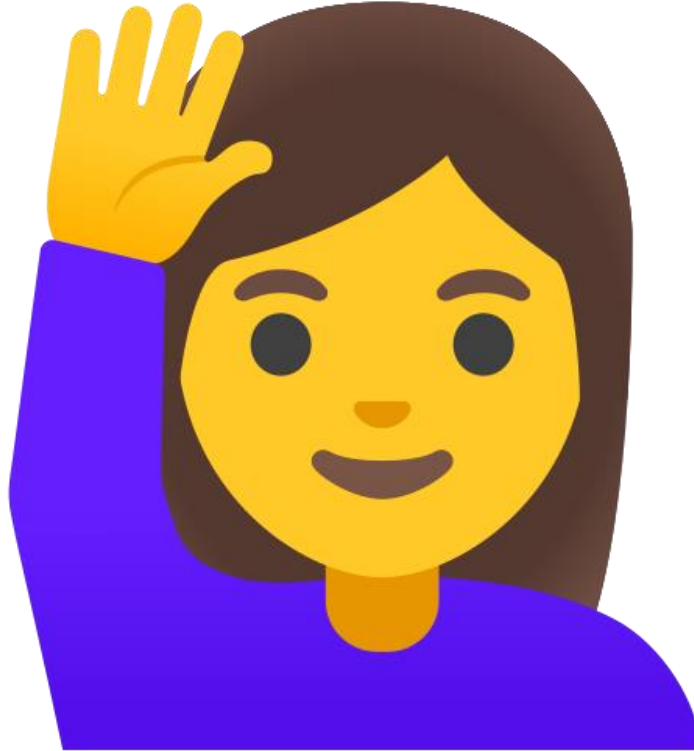


Step #6: Submit Your Article with the Checklist

1 - Send an Email to
News@TennesseeConservativeNews.com

2 - Subject: CCJ Story – [Headline]

Questions About Becoming a *Conservative Citizen Journalist* or Submitting Articles?



3 Ways to Support Conservative Journalism

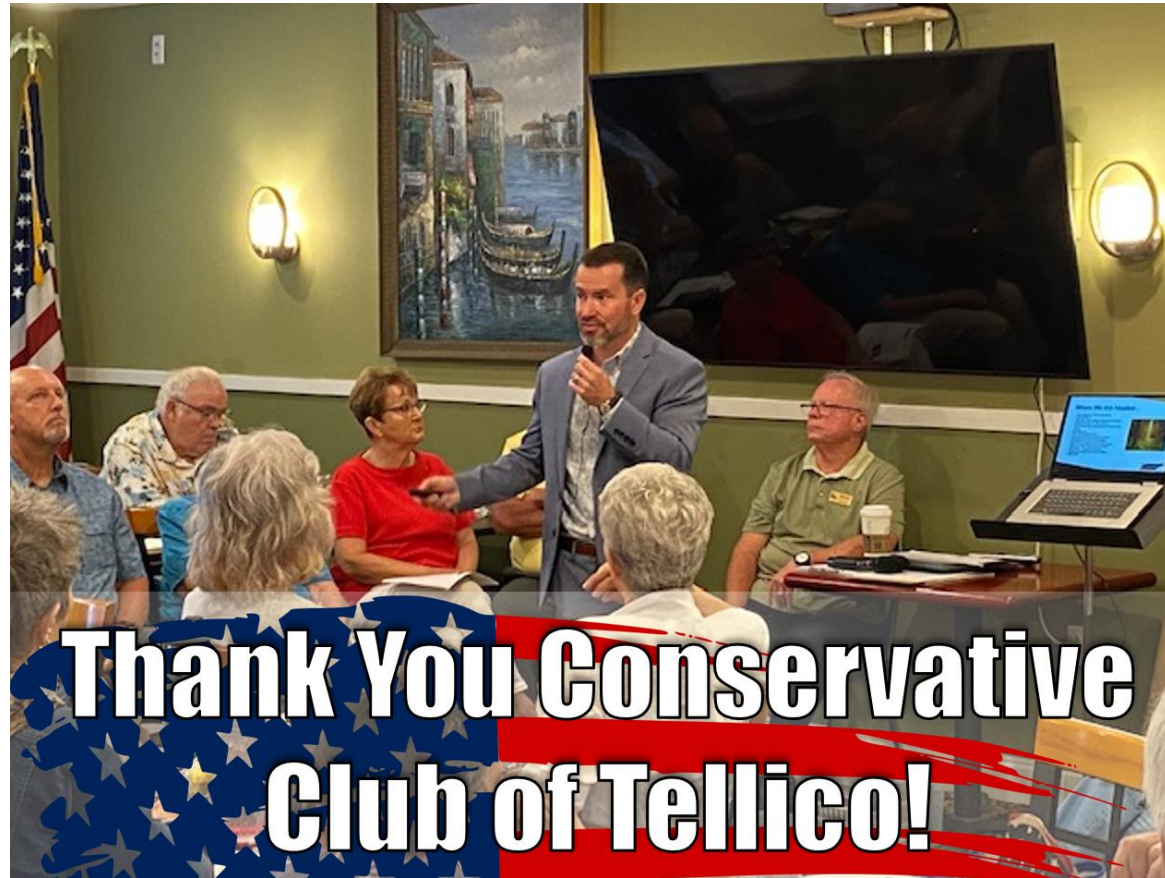


#1 – Share Our Articles

- ★ Share On Your Page
- ★ Share In Conservative Groups
- ★ Forward Our Emails
- ★ Ask Friends to Subscribe



#2 – Speaking Engagements



#3 – Financial Support



The Tennessee Conservative Runs on Grassroots Support...

- ★ I've Ran The Publication Out of My Personal Savings Up to This Point... But It Must Stand On Its Own Two Feet
- ★ For 20 Years, I've Heard Conservatives Say...
“Conservatives Really Need to Get Into the News Business.”
- ★ Today, I'm Asking You **Unapologetically** to Help Me with That Mission

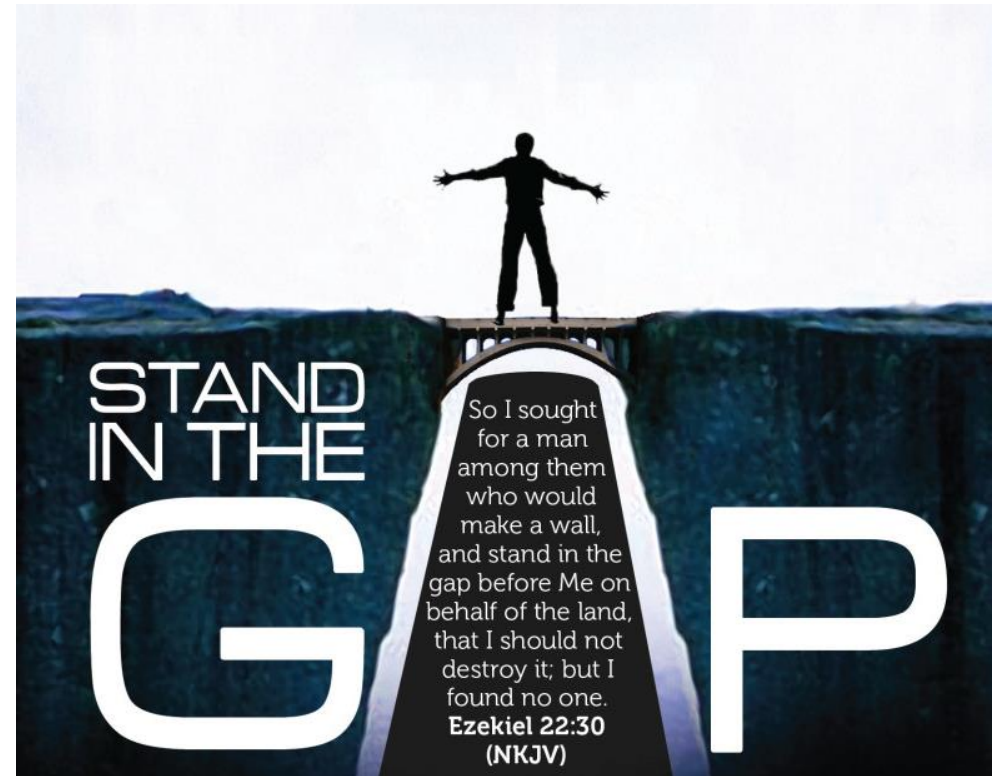


Grassroots Panel



4 Monthly Giving Levels...

- ★ Platinum - \$500/month
- ★ Gold – \$250/month
- ★ Silver - \$100/month
- ★ Bronze - \$50/month
- ★ Or, whatever you can afford...





Yes! I Support the Mission of
The Tennessee Conservative

Step 1

Select Your Support Level

- | | |
|--|--|
| <input type="checkbox"/> Platinum Level\$500 per month | <input type="checkbox"/> Bronze Level\$50 per month |
| <input type="checkbox"/> Gold Level\$250 per month | <input type="checkbox"/> Other Amount\$_____ per month |
| <input type="checkbox"/> Silver Level\$100 per month | <input type="checkbox"/> One-Time Support\$_____ |

Step 2

Payment Information

The Tennessee Conservative is a donor-supported publication.
However, we have not elected tax-exempt status in order to prevent government regulation of our editorial content.

Name _____ Company _____

Email Address _____ Phone _____

Billing Address _____

City _____ ST _____ Zipcode _____

☐ Please Find My Check Enclosed, or... ☐ Please Use the Credit Card Information Below

Please Indicate the Type of Credit Card: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover

Card # _____

Expiration Date ____ / ____ Security Code of Back of Card _____

I authorize you to charge my card with the frequency stated above in the amount of \$ _____

Signature _____ Date _____

Securing Your Support Level - Read Carefully

- 1) Call our offices at 423-602-7945 to place an expedited phone order.
- 2) Scan/email to Brandon@TennesseeConservativeNews.com
- 3) Mail your check and completed form to: TTC, 1523 E. 27th Street, Chattanooga, TN 37404

In Your Handouts You Will Find a Simple Support Form...

Candidly, We Can't Make It Without Your Support.

The Next Few Months Are Critical as We Raise Funds to Move Our Website to a New Platform.



Anyone Who Gives a Monthly Gift Today Will Get...

- ★ 2 Proud Tennessee Bumper Stickers
- ★ 1 Proud Tennessee Conservative Tumbler
- ★ My Undying Gratitude
- ★ A More Conservative, FREE Tennessee!



Monthly Gifts from Committed Conservatives Are Essential for Our Success and Continued Growth



But We Welcome ANY Gift...



Your Neighbor Will Not Do It...

**You Must Be the Change You
Hope to SEE In TennesSEE.**



Thank You! & Let Me Know Why You're Supporting TTC If You Take Action Today!



TTC Yes! I Support the Mission of The Tennessee Conservative

Step 1 Select Your Support Level

<input type="checkbox"/> Platinum Level.....\$500 per month	<input type="checkbox"/> Bronze Level.....\$50 per month
<input type="checkbox"/> Gold Level.....\$250 per month	<input type="checkbox"/> Other Amount.....\$_____ per month
<input type="checkbox"/> Silver Level.....\$100 per month	<input type="checkbox"/> One-Time Support.....\$_____

Step 2 Payment Information

The Tennessee Conservative is a donor-supported publication. However, we have not elected tax-exempt status in order to prevent government regulation of our editorial content.

Name _____ Company _____
Email Address _____ Phone _____
Billing Address _____
City _____

☐ Please Bill Me ☐ Discover
Please Indicate _____
Card # _____
Expiration Date _____
I authorize you to bill me _____
Signature _____

1) Call or 2) Scan/ 3) Mail y

_____ ooga, TN 37404



Questions
?
Answers
?