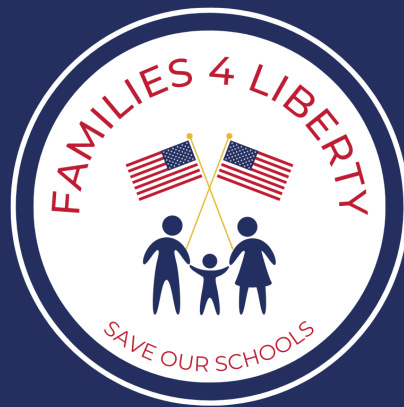


IMPEACHMENT

ACTION

PACKET



www.impeachwalters.com

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A MESSAGE FROM TEAM (M)PEACH

Oklahoma State Superintendent Ryan Walters has proven to be a clear and present danger to the health and welfare of Oklahoma's public schools. Not only has he repeatedly demonstrated gross incompetence in his official capacity, his administration regularly and unabashedly promotes policies and rhetoric that equate to willful neglect of duty, and he is under intense scrutiny for multiple violations of federal and state law.

Recently, his incendiary rhetoric has increased in volume and vitriol. His highly controversial misinformation about Tulsa Public Schools has thrown our state's largest school district into complete chaos. An altered TikTok video posted late August has inspired school bomb threats statewide and placed a death threat target on the back of a celebrated Oklahoma school librarian. Walters irresponsibly retweeted this video on his official state account and has refused to remove his tweet. By participating in this unprofessional online behavior, he has contributed to the threats of danger now being leveled upon Oklahoma's children and their school communities. The threats have now moved beyond Union Public Schools.

Walters' incompetence, willful neglect of duty, and potential criminal activity are impeachable offenses per the Oklahoma Constitution. The statute states does NOT have to be convicted of a crime in order to be impeached, although we are hopeful criminal charges are on the near horizon. At this juncture, the future welfare of Oklahoma's public school children rests squarely on the shoulders of the Republican Leadership of the Oklahoma Legislature. The longer this is allowed to go on, the more difficult it will be for Oklahoma's public schools to recover long term.

Thousands of Oklahomans have registered to join our grassroots movement, looking to identify ways they can help move the impeachment process along. This Action Packet is designed to give multiple options of ways you can help. This is a marathon. We cannot accomplish this without every concerned Oklahoman rolling up their sleeves to get to work. Please choose from the action items in this packet to develop your own personal strategy around what you will contribute to this team effort. Choose whichever item(s) you feel comfortable with, OR do them all!

If you have any questions as you move through these action packet items, please email us at info@impeachwalters.com.

Together, we can.

Team (m)Peach



MEET WITH YOUR LEGISLATORS



THE SINGLE MOST IMPACTFUL WAY TO INFLUENCE THE RYAN WALTERS IMPEACHMENT PROCESS IS TO MEET WITH YOUR SENATOR AND HOUSE REPRESENTATIVE FACE-TO-FACE IN YOUR HOME DISTRICT! ALL ADVOCATES NEED TO DO THIS AS SOON AS POSSIBLE!

Call AND email your local legislators. Set a time to sit down to discuss how they plan to hold Ryan Walters accountable for the damage he is inflicting on our school funding, our teacher workforce, and the well-being of our children. IF YOU DO NOT KNOW WHO YOUR LEGISLATORS ARE OR HOW TO CONTACT THEM, email us at info@impeachwalters.com for help.

If you are unable to secure a face-to-face meeting, call and/or email them consistently. CALLS ARE BEST. If you are also emailing, make sure you include "constituent contact request" in your email subject. Be persistent, be professional, and keep it up!

BONUS POINTS = grab 2-3 family members, friends, or neighbors to come with you!

DOUBLE BONUS POINTS = bring attendees from more than 1 political party! A cross-partisan approach is the most impactful meeting of all.

TRIPLE BONUS POINTS = reach out to 5 key community leaders in your town and ask them to set meetings also - legislators need to hear from constituents AND influential community leaders.

- **Come prepared with our downloadable talking points/conversation guide and Walters' list of offenses.**
- **Ask for action to move towards impeachment.**
- **After your meeting, visit <https://forms.gle/NbUANTs4nDDjiYPJ9> to submit your follow-up information to our legislative team! It is crucial for this call-to-action that you return here to let us know how your legislators responded. This allows us to track each legislative district and adjust accordingly.**

VISIT THE FOLLOWING WEB ADDRESS TO DOWNLOAD OUR MEETING GUIDE FOR TALKING POINTS AND A LIST OF WALTERS' IMPEACHABLE OFFENSES:

<https://www.impeachwalters.com/resources>

SEND US YOUR VIDEOS



DO YOU HAVE SOMETHING TO SAY TO OKLAHOMA LEGISLATORS ABOUT RYAN WALTERS? WE NEED THEM TO HEAR FROM YOU!

- **Center your message around the following:**
 - **Why you believe Superintendent Walters should be impeached.**
 - **Why you think it is now time for Republican lawmakers to speak up and take action.**
 - **Why the public should get involved in this situation.**
- **Please keep video 2-3 minutes long.**
- **Record in landscape mode.**
- **Introduce yourself by first name and city. If you are a Republican and are comfortable with sharing that information, please add that to your introduction. Its strategically crucial that Republican lawmakers understand this movement is coming from Oklahomans across the political spectrum.**
- **When you are finished with recording your video content, we ask that you wait a few seconds, then say "I am (your first name) and I AM Families for Liberty".**
- **BE CREATIVE!**

BONUS POINTS = make your video in a parked car, ala Ryan Walters style!

DOUBLE BONUS POINTS = use a whiteboard!

TRIPLE BONUS POINTS = round up some STUDENTS to participate in this call-to-action!

Once you have completed your video, email it to us at info@impeachwalters.com. If the file is too large to email, you can securely upload it to us by visiting <https://www.impeachwalters.com/media> and following the upload instructions. **these videos will be shared with the public and with legislators. Your submission gives us permission to use the footage in the public realm.*

BECOME ONE OF OUR SOCIAL INFLUENCERS

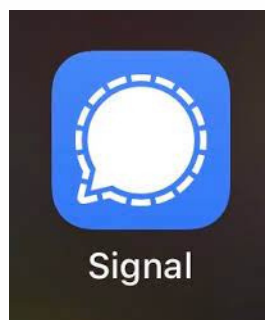


WE NEED TO RAMP UP THE NOISE ON SOCIAL MEDIA! As part of our social media influencer team, you will possess a remarkable capacity to influence political change by leveraging your platforms, engaging your followers, and shaping the narrative around the impeachment of Ryan Walters. Your ability to amplify voices, advocate for this issue, and mobilize your communities is priceless.

YOU DO NOT HAVE TO HAVE A HUGE FOLLOWING TO BE PART OF THIS TEAM. We are active on Facebook, Twitter, Instagram, and Threads. Any and all advocates who are also active on these platforms can help us tremendously.

I'M ALL IN! WHAT DO I NEED TO DO?

- 1. Follow us on all social media platforms which you are actively engaged in.**
- 1. Comment on and share our content. This will help boost our content on newsfeeds.**
- 1. Download the Signal App and join our Social Influencer Team group chat. This group will be the hub where we will push out behind the scenes content and breaking news links for you to share with comment from your own profiles. You can join the group by accessing the QR code below. If you have issues accessing the Signal Group via the QR code, email us at info@impeachwalters.com and we will email you back with an invitation link to join.**



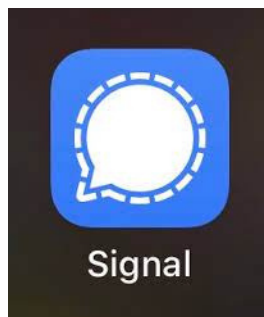
BECOME A COMMUNITY ORGANIZER



Our Community Organizers will play a crucial role in driving this movement. Depending on the size of your community, you will gather on either a city or county level to come up with ways to mobilize your neighbors for action that are culturally meaningful to your unique geographical areas. As a bonus, you will be laying the groundwork for building a more engaged, informed, and empowered citizenry. You will lead the way to creating a stronger collective voice that can drive change.

I'M ALL IN! WHAT DO I NEED TO DO?

- Download the Signal App and join our Community Organizing Team group chat. This group will be the hub where we will share ideas on how to mobilize your communities. We will also connect you directly with other Community Organizers in your city/county so you can gather teams and get moving!
- We will have some basic standards of conduct that we will request from your teams, however what your team decides is best for organizing/mobilization in your area is up to you. Every community is different and a variety of approaches will be effective. We will provide ideas and tools for you to get up and running.
- You can join the Community Organizers group by accessing the QR code below. If you have issues accessing the Signal Group via the QR code, email us at info@impeachwalters.com and we will email you back with an invitation link to join.



WRITE A LETTER TO YOUR LOCAL PAPER



Writing a letter to your local newspaper editor is a great way to share your opinion while influencing your community to take action. We have a particularly high need for letters to smaller local/rural newspapers. Here's a step-by-step guide on how to write an effective letter to the editor:

- 1. Research the Guidelines:** Before you start writing, visit the newspaper's website and look for guidelines on submitting letters to the editor. These guidelines will provide information on word limits, submission methods, and any specific formatting requirements. Adhering to these guidelines will increase the likelihood of your letter being published. Your local paper may not allow opinion letters about a specific politician. Find that out beforehand. If they don't, then ask if you can submit a more generalized letter about the perilous state our public schools are facing.
- 2. Keep It Concise:** Letters to the editor are usually short, ranging from 150 to 300 words. Be concise and focused on a single point to ensure your message is clear and impactful. If your letter is too long, it might be edited for length or rejected.
- 4. Introduce Yourself:** Begin your letter with a brief introduction that includes your name, your connection to the community (if relevant), and any credentials that lend credibility to your opinion.
- 5. State Your Opinion:** Clearly state your opinion or perspective on the dangers of Ryan Walters staying in office. Be specific. Use straightforward language and avoid jargon to ensure your message is easily understood by a broad audience.
- 6. Provide Supporting Points:** Offer concise and compelling arguments or evidence to support your opinion. Use facts, statistics, anecdotes, or personal experiences to strengthen your case. Be respectful and avoid making baseless claims.
- 7. Call to Action or Conclusion:** End your letter with a clear call to action or a conclusion that reinforces your main point. Whether it's urging readers to get involved, advocating for a specific solution, or simply reiterating the importance of the issue, leave your readers with something to think about.

WRITE A LETTER TO YOUR LOCAL PAPER



(CONTINUED)

8. Proofread and Edit: Take the time to proofread your letter for grammar, spelling, and clarity. A well-written and error-free letter is more likely to be taken seriously by the newspaper's editors.

9. Submit Your Letter: Follow the submission guidelines provided by the newspaper to send in your letter. This could involve sending an email, using an online submission form, or mailing a physical letter. Make sure to include your contact information in case the editors need to reach you for verification.

10. Follow Up: If your letter is published, keep an eye on the newspaper to see if it appears. You might also receive responses from readers, which can lead to further discussions.

Remember that newspapers receive many letters and might not be able to publish them all. Even if your letter isn't published, the act of writing can still contribute to the public discourse and engage with your local community.

If your letter does not get published, send it to us at info@impeachwalters.com and we can publish it for you via our social media channels! If you DO get published and there is an online version, send us the link for sharing!

JOIN OUR MEDIA POOL



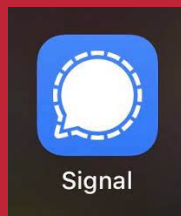
ARE YOU COMFORTABLE INTERVIEWING WITH MEDIA? DO YOU LIKE TO BE ON CAMERA? DO YOU HAVE A KNACK FOR COMMUNICATING WELL?

Have we got a job for you!

We are looking to compile a team of folks who are willing to interview in print or on camera about their concerns around the Walters administration. We have developed a database of folks who are willing to speak with the media and will be sharing that with state and national reporters.

I AM ALL IN - PUT ME IN THE BRIGHT LIGHTS! WHAT DO I NEED TO DO?

- If you have yet to register in our alert system, take a moment to do so. In the registration form, you are given the option of ways to volunteer. Make sure you check the box that says "Speak With Media". You can register at <https://www.impeachwalters.com/alerts>. Also make sure if you volunteer for media, that you also let us know your political affiliation. There is a need right now for media to hear from Republican voices, so this will help us identify that.
- In a few weeks, we will begin sharing our media pool information with state and national media outlets. The list will be sorted by community/area and by your role in the community (parent, business owner, etc.) The media may or may not contact you, but this will provide them with a solid list of contacts that are willing to speak with them. If you happen to score an interview and it has an online link, shoot us the link via email to info@impeachwalters.com so we can share it!
- We also invite you to join our Media Team group by accessing the QR code below. If you have issues accessing the Signal Group via the QR code, email us at info@impeachwalters.com and we will email you back with an invitation link to join. Media opportunities pop up quickly and go away quickly, so this allows us to push out media needs in real time.



SUBMIT BLOG CONTENT



WE WANT TO HEAR FROM YOU! If writing is your jam, we could use your voice!

SEND US CONTENT FOR OUR BLOG - selected posts will be uploaded to our website and shared via our social media channels. Your content will also be included in a weekly email to legislators with stories from around the state regarding why they should remove Ryan Walters from office.

- **Email blog submissions to us at info@impeachwalters.com. Include your name, hometown, and role (parent, educator, concerned citizen, etc.). Attach a recent photo, close-up/headshot preferred.**
- **Keep written content to 1000 words max.**
- **Your audience consists of the members of the Oklahoma Legislature - this is who you are writing to. Your job is to share with them why you feel they should impeach Ryan Walters.**
- **Write Compelling Headlines:** Craft a headline that is attention-grabbing and clearly reflects the content of your blog post. A strong headline can significantly impact whether readers choose to engage with your content.
- **Provide Value and Solutions:** Ensure your content addresses your readers' needs or challenges and provides actionable solutions or insights. High-quality content should leave readers feeling informed, empowered, or inspired.
- **Edit and Proofread:** After writing your blog post, take the time to edit and proofread it for grammar, spelling, punctuation, and clarity. Mistakes can diminish the credibility of your content, so ensure it is error-free.
- **Add Internal and External Links:** Incorporate relevant internal links to other posts on your blog and external links to reputable sources that support your claims. This helps establish your blog as a credible resource and enhances the user experience.
- **Include a Compelling Conclusion:** Wrap up your blog post with a concise conclusion that summarizes your main points and reinforces the key takeaways. End with a call to action for Ryan Walters to be impeached by the Oklahoma Legislature.

NETWORK WITH YOUR FAMILY & FRIENDS



SPREAD THE WORD TO YOUR PEOPLE!!!

The goal here is to have deep and meaningful conversations with your friends and family about what is going on with Ryan Walters' attacks on public education. Your goal is two fold - 1) to get them to join in our efforts - register on our website for updates - follow our social media platforms and share and 2) to encourage your circles to contact their legislators via phone or email to ask for the impeachment of Ryan Walters.

How do I do that, you ask?

The answer is however works best for you! Some ideas are:

- Host a gathering in your home. Coffee & dessert. Lunch. Dinner. Pool party. Keg Party. Whatever fits your style! Invite half who are educated on what's going on and half who have no clue. Let the discussion unfold! Consider scheduling regular meet-ups with your people who are like-minded to brainstorm other ways to reach your networks.
- Send an email to your contacts outlining your concerns and asking them to get involved.
- Are you in PTA or another group where you interact with public school families? Ask if you can present an update on the current state of affairs at the OSDE.
- The sky is really the limit on this. Be creative and access your trusted relationships.

THE KEY IS INFLUENCING OTHERS TO *TAKE ACTION*. DON'T JUST TALK ABOUT IT, DO SOMETHING ABOUT IT. Share this resource with others and drive new registrations to www.impeachwalters.com.

If you have a great experience, **SHARE** it with us so we can pass along the good news. Email us your success stories (and pictures) to info@impeachwalters.com! We would love to highlight what you are doing!

ATTEND KEY PUBLIC EVENTS



THERE ARE A MULTITUDE OF EVENTS COMING UP IN THE FUTURE - SOME KNOWN AND SOME YET TO BE KNOWN! We need you present at any and all events you can attend! We anticipate there will be more action on events as we get closer to the 2024 legislative session after the holiday season.

Stay connected to event line-ups on our website at www.impeachwalters.com/events. We will be creating events in Facebook for all things upcoming and will also send email/text alerts to our database of volunteers. Make sure you sign up for our alerts so you dont miss out! You can do so at www.impeachwalters.com/alerts

OKLAHOMA STATE SCHOOL BOARD MEETINGS are a great place to start! Whether you speak or not, your presence will be a positive representation for supporting public schools in the midst of this chaos. Currently, all meetings are held in OKC at the State Department of Education building in the NE part of the Capitol complex. However, public pressure is mounting to move these to a larger venue, so always check our event page before you go!

- **September 28th - 9:30 am**
- **October 26th - 9:30 am**
- **November 16th - 1:00 pm**
- **December 21st - 1:00 pm**

WE THANK YOU

FOR YOUR CONTINUED SUPPORT OF

OUR MISSION

register for real-time updates at www.impeachwalters.com/alerts



**IMPEACH
RYAN
WALTERS**

