



## Special Guests

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### Case Study: Amplifying Gun Owners of America

#### *Triple Challenge:*

- 1) *Kill the wrong-headed myth espoused by our client that banning guns curbs gun violence.*
- 2) *Set-apart our client from the far better-known, better funded, larger gun lobby, The NRA.*
- 3) *Increase memberships in Gun Owners of America*

#### **Methods and Results:**

Sometimes Going Negative against well-known opponents disrupts the opposition and unifies and galvanizes core supporters of clients.

Such was the case when we undertook a potentially risky move for our client Larry Pratt, executive director of Gun Owners of America by booking a 12-minute interview with CNN host Piers Morgan on topic of the Sandy Hook Elementary School/Newtown Massacre in Connecticut when 27 people were killed including 20 children.

Demo of client Larry Pratt, executive director Gun Owners of America. At the 6 min 16 second marker, Host Piers Morgan said, "You're an unbelievably stupid man, aren't you?" prompting the video to go viral with millions of views on more than 8000 sites posting the video or featuring it in an article. Google this phrase to view those results: "Larry Pratt" "Piers Morgan"  
Client Larry Pratt says this single interview quadrupled memberships at Gun Owners of America. <https://www.youtube.com/watch?v=LOROpalu-6E>

In addition, many articles were posted about the video including on the Huffington Post that ran this headline: Piers Morgan To Gun Advocate Larry Pratt: 'You're An Unbelievably Stupid Man, Aren't You?' (VIDEO)  
[https://www.huffpost.com/entry/piers-morgan-gun-control-larry-pratt\\_n\\_2330948](https://www.huffpost.com/entry/piers-morgan-gun-control-larry-pratt_n_2330948)

Variety Magazine ran the headline: Ratings: Is CNN's Piers Morgan Shooting Himself in the Foot?

<https://variety.com/2014/tv/news/ratings-is-cnns-piers-morgan-shooting-himself-in-the-foot-1201114239/>

Business Insider: Piers Morgan Calls Pro-Gun Advocate 'Unbelievably Stupid'

<https://www.businessinsider.com/piers-morgan-calls-larry-pratt-stupid-2012-12>

NOTE: Since the first interview went so nice, we booked it twice. Here's part 2 that lasted 23 minutes: Piers Morgan and Larry Pratt Discuss Gun Control on Piers Morgan Tonight - Part 2

<https://www.youtube.com/watch?v=3C1d4onZsyw>

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Politico:

<https://www.politico.com/blogs/media/2012/12/piers-morgan-calls-gun-advocate-dangerous-stupid-idiot-152415>

And National Review credits Larry Pratt has having helped get Piers Morgan off the air from CNN:

<https://www.nationalreview.com/2014/02/piers-morgans-abusive-bullying-visit-america-john-lott/>

The Washington Post credited our campaign with creating sympathy for Larry Pratt from mean-spirited derogatory comments by CNN's Piers Morgan:

<https://www.washingtonpost.com/blogs/erik-wemple/wp/2012/12/19/piers-morgan-boosting-the-case-for-gun-rights/>

Reuters story on our campaign garnering 48,000 signatures to get Piers Morgan deported for his harsh treatment of Larry Pratt:

<https://www.reuters.com/article/entertainment-us-piersmorgan-petition/thousands-sign-u-s-petition-to-deport-piers-morgan-over-gun-comments-idUSBRE8BNOM920121224>

Even USA Today ran a story on the proposed deportation of Piers Morgan:

<https://www.usatoday.com/story/life/people/2012/12/24/some-americans-want-cnns-piers-morgan-deported/1789273/>

Our story reach included international desks as well, including The Telegraph, The Guardian, The Daily Mail and the BBC that all ran the deportation petition story:

<https://www.bbc.com/news/entertainment-arts-20838729>

Newswires including UPI picked up the story

<https://www.upi.com/blog/2012/12/19/Piers-Morgan-calls-pro-gun-rights-guest-Larry-Pratt-an-unbelievably-stupid-man/9291355933600/>

Plus working the opinion sections worked well also including in the Wall Street Journal: Long Walks,

Short Piers <https://www.wsj.com/articles/SB10001424127887324274404578213591581615224>

<https://www.thedailybeast.com/piers-morgans-angry-interview?account=thedailybeast&medium=facebook&source=socialflow>

The Daily Beast called our booking "Piers Morgan's Angry Interview"

<https://www.thedailybeast.com/piers-morgans-angry-interview?account=thedailybeast&medium=facebook&source=socialflow>

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The Atlantic, Slate, and even in entertainment magazines including Deadline and Rolling Stone that ran the headline: The Zealot: Larry Pratt Is the Gun Lobby's Secret Weapon

<https://www.rollingstone.com/culture/culture-news/the-zealot-larry-pratt-is-the-gun-lobbys-secret-weapon-87059/>

A good story has staying power as show by The Daily Wire prominently reporting the work of our campaign 6 years later:

<https://www.dailywire.com/news/piers-morgan-lectures-americans-why-dont-you-just-hank-berrien>

**RESULTS: All three goals were achieved:**

1) We killed the wrong-headed myth that banning guns curbs gun violence,

2) We set-apart our client from the far better-known, better funded, massively larger gun lobby, The NRA.

3) We quadrupled the memberships in Gun Owners of America

Side note: Today a poster of Piers Morgan is on the wall of our client's corporate headquarters with a caption under his image that reads, "Piers Morgan, Gun Salesman of the Year."

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