

Guidelines for Presenting

‘9/11: Blueprint for Truth’

DVD and Live PowerPoint Presentation

*How to Get the Most Out of Your Screening or
Presentation Event*

Includes:

- Procedure for Organizing and Promoting an Event
- Sample Introductions of Speaker & Presentation
- Q&A/Discussion Guidelines
- Appendices

Procedure for Organizing and Promoting an Event

A. Connect with an Existing Organization (EO)

1. Find an existing organization such as WeAreChange, a local 9/11 Truth group, a Libertarian group, Progressive Democrats of America, a maverick liberal group, or any other local organization you think might be of support.
2. The EO hopefully has an event advertising mechanism in place. This would include an extensive snail-mail or email list.
3. The EO advertising mechanism can be very powerful and may include email campaigns, direct mail, magazines and newspaper ads, radio and TV stations which will air Public Service Announcements, host live interviews, and reach out to other groups including colleges, churches, Rotary Clubs and other local organizations.
4. Remember that the 9/11 censorship has been extensive and top-down. 9/11 Truth will fuel internal discord within many grassroots organizations, with leaders often siding against it. Be cognizant of this risk, watch for signs of intra-organizational trouble, and try to mitigate it. Appendix 1 provides some arguments in this respect.
5. If the event appears to be large, consider getting Richard Gage, AIA, as the speaker.

B. Find a Venue

1. Find a venue, best with multiple rooms of various sizes available. Consider libraries and other free-of-cost venues. Meeting halls will often require a fee.
2. Book/secure the venue and room. If there is a fee for the venue, the EO may be willing to sponsor the cost. Private parties or other groups may also be interested in donating to the production costs in exchange for some kind of promotion or acknowledgement.

3. Keep your eyes and ears open for information that a larger room is needed based on feedback from your publicity efforts.
4. Check the venue and your host for your logistic needs. Consult appendix 2 for a detailed recommended check-list.
5. Of course, if your EO provides the venue, all you have to worry about are the specifics of the presentation.
6. Some venues and vendors will lower their costs if your event supports a non-profit organization. AE911Truth has been recognized in the USA as a 501c(3) nonprofit organization under the Non-Profit Tax ID Number 26-1532493.

C. Marketing and Promoting the Event

1. Make 10 copies each of the Poster, the [Press Release \(PR\)](#), and the [Hard Evidence Letter](#).
2. Customize all three with the date, time, and location of your event.
3. Prepare a Public Service Announcement (PSA) for distribution to radio stations:
 - a) Contact Radio Stations and ask to speak directly to a public service coordinator.
 - b) Ask coordinator what length & format of PSA they will accept: 15-second or 30-second, etc. If they will accept a written PSA, download [PSA](#) from website and customize with your venue information.
 - c) If the PSA needs to be in 'recorded form', consider using the generic PSA recorded by Ed Asner (look for it on www.AE911Truth.org). Append your event's info to it.
 - d) Send the PSA to the coordinator(s).
 - e) Contact the coordinator(s) to follow up.
4. Keep your hosts and the presenters' team aware of what you are doing.
5. Contact the media, public officials, firemen, police, sheriffs, universities (especially engineering and architecture departments), academics,
6. Gather contact information for engineering and architecture firms in your area.
7. Contact your acquaintances and anyone else you can think of who might be interested in attending the presentation.
8. Contact the local 9/11 Truth outfit or any groups that may be interested in 9/11.

9. A personal visit to drop off the DVD is obviously more powerful than simply mailing or emailing. Prepare your visit to increase your chances of “selling.” For example, you may want to visit your local Fire Department and request a short slot at an upcoming firefighters meeting. Let firefighters know there’s some interesting footage of eyewitness testimony from the NYC firefighters that was suppressed by the mainstream and never seen publicly. Give them some flyers, evidence cards, and/or your AE911Truth business card. Offer them a presentation and let them know what it will cover. Tailor your personal visit to your hosts; for instance, stating that you support financially Firefighters for 9/11 Truth is a very good introduction to firefighters.
10. There have been indications that retired public sector workers would be more open to 9/11 Truth than active ones.
11. Assemble and mail, or email, invitations with attached PR, Poster, and Hard Evidence Letter to the EO for distribution, copying as many parties (see above) as possible.
12. Consider following up with each party to verify receipt and get RSVP’s for the event, if possible.
13. Try to get endorsements from local important people--a Fire Chief would be great! If so, revise your announcements to include them.

D. Additional Marketing and Materials

1. Make packets including poster/flier, Press Release, and the ‘Hard Evidence Letter’ to hand out to the parties listed above, if you cannot get their email info.
2. Purchase or download (from website) sufficient quantities of the “[street brochure](#)”, “[chart card](#)”, “[Broadsheets](#)”, and “[petition signup inserts](#)” and “[feedback forms](#)” to satisfy the number of attendees expected. Unused materials can be used at future events.
3. Order enough DVDs to sell to roughly 10% of attendees. Remember that they are inexpensive in volume. Be aware that some presenters have sold to as much as 30% of their audience. If you present for an EO, negotiate with them how you split the profits. If you can afford it, consider giving the DVD’s profits to your EO as a token of appreciation for hosting you and to use it as a sales boost. Consider selling the DVD at a discount compared to the price of our online store.

E. Night of Event

1. Before:

- a) Rehearse the introduction below, so that it flows smoothly.
- b) Consult appendix 2 for a comprehensive list of logistics.
- c) Dress professionally, i.e., coat & tie (for men) if possible.
- d) For podium (if this is a speaker presentation): one copy each of DVD, brochure, and evidence card for speaker to make reference to.
- e) Set up two tables at the event: one for donations and handouts (brochures & evidence cards) at the entry, another for DVD's and other merchandise.
- f) If your hosts put out material or speak on topics not related to AE911Truth (inside job, state terrorism, New World Order, Pentagon crash, aircraft swapping, impeachment, etc.), ask them to clarify that AE911Truth does not endorse it or politely mention it yourself during your presentation.
- g) Line up someone to collect donations (suggested \$5-\$10) to fund your group's costs for the event. If you have an EO, they may already have these logistics in place.
- h) Make other last-minute preparations to ensure a smooth presentation.

2. During:

- a) Introduce film or speaker using suggested introduction below, and begin.
- b) Do not take any questions during intermission. Ask audience to write down any question they have and save them for the end.

3. After:

- a) Begin Q & A, using guidelines below.
- b) Try to slip a "CALL TO ACTION" during the Q&A if you have not formulated it during your presentation. It may be most effective if you do it towards the end. Points you may want to make are:
 - a. The demolitions of the twin towers are one of the most under-reported stories of these times. Yet they carry enormous consequences.

- b. AE911Truth arguably provides the best publicly available demonstration of these demolitions. It is arguably the best introduction to 9/11 Truth.
- c. AE911Truth's web offers many very effective materials, some viewable for free, some downloadable, some for sale. Get samples at this event (flyers, chart cards, DVDs) and buy more in bulk on line. Distribute the flyers and charts cards. Resell the DVDs at some profit below our online retail cost of \$20.
- d. Send the chart cards to architects and civil and structural engineers and ask them to consider joining AE911Truth.
- e. AE911Truth can always use more petition signers and more donations. Consider becoming a financial contributor.
- f. AE911Truth's volunteers are chronically overworked. Consider joining them.
- g. Join your local 9/11 Truth group, or maybe set up an AE911Truth action group, in which case you'll simply follow instructions from our web.

Sample Introductions

Well before the event, practice expressing the ideas in the statements below, depending of course on what type of presentation this is (i.e., film vs. PPT). Inhabit your words with your emotional presence. Minor variations from this wording is not a problem, but be sure to cover every point. Each one serves an important purpose.

1. Introduction of Speaker(/Screening)

These guidelines are here primarily to help you. Tailor them to your actual situation.

Try to be introduced by someone else to establish credibility and command attention and respect from the audience.

Good evening and welcome to _____. My name is _____, and I'm a _____ from _____. I became interested in the 9/11 Blueprint for Truth film because _____ (brief testimonial).

First a few quick questions before I introduce our speaker/film presentation:

1. How many heard about this event on the radio?
2. How many saw a poster? A leaflet? Email message? Word of mouth? Thank you! (Try to make a note of which advertising method worked best for your event and report this back)

We will have a short Question and Answer period after the presentation so please hold your questions until then.

Restrooms are located etc.

Our speaker tonight is [your name], an official presenter for **Architects & Engineers for 9/11 Truth**. (S)he has accomplished [your accomplishments]. Please welcome warmly Mr./Ms. [your name].

Or

Our presentation tonight is called “9/11 Blueprint for Truth” narrated by Richard Gage, AIA, founder of Architects and Engineers for 911 Truth, AE911Truth.org.

2. Introduction of Presentation by Speaker

Thank you very much! I’m pleased to be here tonight to present this information – so very important to each one of us.

I became aware of criticism of the “official story” regarding the destruction of the Three World Trade Center high-rise collapses in _____ (date or period of time). I then began working with AE911Truth in _____ (month/year) because _____ (VERY brief testimonial).

Tonight I'm going to be presenting the scientific evidence for the explosive destruction of these towers, as well as evidence of omissions and distortions in the official reports.

This is the focus of AE911Truth whose mission is to obtain a new, genuine investigation with subpoena power.

***Accordingly, I'm not going to be speaking about who might be responsible, or why – or a whole list of other topics that veer away from the forensic evidence found at the crime scene. We don't cover the issue of what happened at the Pentagon, Flight**

93, or the other airliners, or the hijackers. You can find information on these topics on the Internet and in books -- some of it quite good information -- such as by Dr. David Ray Griffin. Tonight our focus is the WTC.*

Let's begin....

* This disclaimer is required

Q&A Guidelines

Introduction to Q&A

[Dan Noel]

The “Q&A” period is an important part of your presentation. This is the time for audience members to respond to what (and how) you have presented, ask questions, and express whatever doubts or uncertainties they may have, along with various emotional reactions. Audience members will use your handling of the Q&A to judge your skills, the relevance and quality of materials you have presented, AE911Truth’s credibility, and the credence they can give to the contention that the twin towers were demolished by something other than the plane strikes and ensuing fires.

Some audience questions will require you to clarify some of the points you have made. While such a question is being asked, look for a slide that may illustrate some point you want to make in answering. You might consider preparing for your own reference a printout containing a numbered list of your slides, so you can quickly select the ones you want to show again to provide the best answer possible in a short space of time. If you don’t understand a question, it’s OK to ask the person to repeat it, or even to reformulate it. If you are still unsure what is being asked, ask one or two questions of your own to make the question as clear as necessary, for your benefit and that of the audience as a whole.

Sometimes you won’t be able to come up with a fully satisfactory answer to a technical question, in which case it’s best to admit that fact. Invite the person to give you her/his contact information so you can get in touch later to provide an answer, and, if possible, give the audience the URL of a web page where that answer and others will be available later. If the person wants an answer within some fixed period of time (and you feel willing and able to provide it), be conservative – promise a week for a simple question and a month for a complicated one. If the question is obviously outside the scope of the presentation, just remind the questioner that AE911Truth’s slide show is mainly for the benefit of people with minimal technical background; ask her/him for understanding that a precise answer to some particular question may not be able to be found within what you have presented or may have ready at hand. However, if you can do so quickly and easily, provide names of people, organizations and web sites that may be good sources of information on the subject.

Always vet a question per AE911Truth’s mission of educating the public on what makes no sense in the official conspiracy theory in regard to the structural failure of the three WTC towers, and emphasize the validity and superior explanatory power of the hypothesis of controlled demolition. Truth-seekers—and perhaps hostile persons—may ask you technical questions about other 9/11 matters, such as whether the hijacked

airplanes were piloted by people or machines, whether the twin towers were hit by airplanes or by missiles, what happened at the Pentagon or in Shanksville, etc. In such a case, acknowledge that these questions may well be worth considering, but remind the questioner and the audience that AE911Truth has decided to focus on the demolition of the three towers and has its hands full with educating the public on this subject. Remind them that the twin towers' spectacular structural failure is the crux of the 9/11 terror attacks anyway, which is a good way to placate a rough truth-seeker and the retain the attention and respect of the audience.

People will often ask non-technical questions related to the demolitions, such as who would rig the buildings, under whose orders, for whose benefit, with whose complicity, with whose knowledge, etc. Here also, kindly acknowledge the pertinence of these questions, but state that AE911Truth lacks the expertise in criminology, economics, psychology and related disciplines to adequately investigate such matters. Remind the questioner and the audience that as architects and engineers, we are in a unique position to educate them on the technical aspects of the demolitions, an activity that keeps us very busy, and that we don't like to venture into areas outside of our competence. Remind them also that it is painfully obvious that no criminal investigation will take place until there is enough of a public demand. So it is urgent that we get a thorough, impartial and public criminal investigation into the triple WTC demolition.

Heckling, though rare, has happened to AE911Truth presenters, so it's best to be prepared. If hecklers confront you, you may find it hard to have the presence of mind to deal with the situation easily or gracefully. Do try, though, to acknowledge what you do find valid and/or interesting in the questions of your heckler(s), and offer any sincere compliments you may be able to state, e.g., for careful study of the 9/11 events and for following your presentation closely. State that you will be pleased to keep discussing these matters privately, and invite an emailed list of questions and/or concerns. Point out that in the interest of using time well, and in fairness to other members of the audience, who want to pose their own questions, it would be best to get in touch outside of this particular event.

Sample Q&A's

Q: Who would have done this, and why?

A: Great question, but AE911Truth focuses on the engineering facts, not criminal psychology. This is why we need a new investigation, so that the proper authorities can answer your question. AE911Truth does not claim to have all the answers; this is why we need a new investigation. The petition on the AE911Truth.org website calls for an unbiased investigation, with subpoena power, into the new facts. From there, it's the responsibility of law enforcement agencies and the justice system to figure out "who",

“how” and “why”. That’s why we need everyone to go to AE911Truth.org and sign the petition for a new, balanced investigation that will be open to public scrutiny.

Q: How many people would it take to carry out an operation like this?

A: Again, great question, but the number of people, the amount of effort needed, etc. is beyond our scope at this time. The incendiaries and explosives found in the dust samples from Ground Zero are new materials. Not much has been published on how they are used. Some researchers have suggested various methods, but again, we need a formal investigation with more analysis before we can answer these things. We encourage you to check the links under the “Resources” tab at AE911Truth.org and find out more.

Q: How could they have gotten the explosives into the buildings without anyone knowing?

A: Another great question, but at the risk of sounding repetitive, we don’t have enough information at this time. It’s been suggested that the literature on nano-thermites says that they can be sprayed or painted onto surfaces, and that perhaps they could have been brought in under the guise of renovation work, with or without the contractors’ knowledge. Unfortunately, most of this literature is still “classified” by the government and unavailable to the general public.

We need to continue our research, keeping an open mind as to how these materials could have been manufactured into various possible products. Then we will have a better idea of how they might have been brought into the buildings.

Q: What role did the airplanes play?

A: As architects and Engineers, we cannot add value to the debate regarding the planes, but we can affirm that the airplanes had essentially nothing to do with the structural failures of the twin towers. Even NIST has officially responded that it was not the planes, but the fires, that caused the collapses of the skyscrapers. Of course we still disagree with that conclusion, but the effect of the planes is beyond our scope. FEA (Finite Element Analysis) studies, as part of a new investigation, might shed more light on this question, but keep in mind, Building 7 was not hit by an airplane at all, yet it fell even more “perfectly” and at faster speeds than Buildings One and Two.

(For more sample Q&A’s, contact the team coordinator)

Hecklers, Interruptions, and Would-Be Saboteurs

This is a compilation of ideas discussed in the “Notes from Presenter Team Discussion 11-23-09”. They are intended as a general guide only. Creativity, politeness, and resourcefulness are encouraged as you define your own presentation and discussion style.

During your screenings, presentations and Q&A sessions, members of your audience might occasionally interrupt you. Some will be more polite than others. The main things to remember are

- 1) Keep a smile on your face,
- 2) Thank them for their interest,
- 3) Keep the presentation moving, and
- 4) Maintain control of the pace and tone of the conversation.

Our discussion began with a presenter sharing a recent experience where an audience member rudely interrupted his presentation with the question “Is that to scale?” referring to a chart or model of one of the towers. He said this person had his laptop out and was referring to it as he interrupted with his questions.

The presenter was not sure whether the chart was to scale. Each team member offered up suggestions as to how they would handle something like this. Here was the general advice:

- 1) Simply ignore the question the first time and move on. If a person is interrupting like this, they don’t deserve an immediate response.
- 2) If they ask again, turn and ask them something like, “Excuse me, but what is the relevance of your question?” or say that “there will be a Q&A session at the end of the presentation” and move on. Be careful not to indulge a person who is rudely interrupting the presentation, but at the same time acknowledge their question politely and thank them for their efforts. Remember that the audience is there to see and hear you, not this person. If an interrupter seems to have a point that the rest of the audience wants an answer on, you might want to give them some latitude, but at all times maintain control of the presentation.
- 3) If they ask a third time, you might try “Could you please write your question down so we can talk about it at the end? Thanks so much.”

Other ideas:

(Debate Style) “What’s your source on that? Let’s compare...”

(Counter-Question) “What website are you reading from on your laptop there? Is that where your questions are coming from?”

(Sarcasm) “So, are you trying to say that you’re opposed to a new investigation? You don’t want anyone to see all the evidence?”

More on Handling Questions

Another presenter shared from his experience giving depositions and being questioned in front of a jury. He said whenever a question is asked, any kind of question, do not respond immediately, never answer at the questioner's "pace". Even when they ask something simple, like your name, pause briefly before answering. This way, when you are asked a more difficult question, your pause won't appear out of place.

If someone wants to interview you or ask you several questions at a time, don't answer at their pace, pause and let their question sink in to the audience; try to ignore interruptions the first time, then finish your thought; don't feel compelled to answer every single question, since many are designed to trap you anyway.

He stressed the importance of maintaining control of the conversation as best you can by NOT obediently answering each question, but by evaluating the question first, then ask your own question(s) if necessary to draw out the interviewer's intent. Are they trying to prevent a new investigation into the evidence? If so, why? Turn it around and ask them why they're asking their question, to put you back in control.

Appendices

Appendix 1 Arguments to Connect AE911Truth with an Existing Organization (EO)

1. AE911Truth is non-partisan.
2. AE911Truth does not take position on any issue except the technical aspects of the structural failures of the three World Trade Center skyscrapers on 9/11.
3. AE911Truth does not claim to know who was involved in 9/11.
4. AE911Truth applies observation and reason to the WTC structural failures and draws due conclusions.
5. AE911Truth's conclusions are strictly about what was done.
6. AE911Truth refuses to speculate as to who did what when upon whose request for whose benefit with whose budget.

Appendix 2, Detailed Check-List for Venue

Basics

1. Computer
 - a. Computer Power Supply (don't count on batteries)
2. Projector
 - a. Power Cord

- b. Video Cable
- 3. Sound system (computer speakers)
 - a. Power Supply for the sound system
 - b. Audio connector from computer to sound system
- 4. Electrical Power
 - a. 3 prong extension cord (never know where the outlet will be)
 - b. Two Prong adapter (in case you set-up in a place with only two prong plugs)
 - c. Power strip with 5 outlets (good idea to have all of these places to plug into)
- 5. Microphone
 - a. Headset that can be plugged into the computer microphone jack
 - b. Extra headset cord to allow headset to be further from the computer
 - c. Wireless microphone
 - i. Make sure that you know how to control the microphone volume
 - ii. Make sure you know how to mute the microphone
 - iii. Know how to avoid “feedback squeals”
- 6. Audio / Visual Aids
 - a. Written introduction
 - b. Companion Edition of the Blueprint For Truth with 30 minute version
 - c. Richard’s PowerPoint slide show (note: as it is, some slides will be hidden and difficult to call-up. You may wish to convert the show so that all slides are visible by going to “slide sorter” view; then <cntrl-A> to select all; then go to “Slide Show” | “Hide Slides” (to toggle the hide feature))
 - d. Printed index (with slide numbers) to allow easy access to desired slides
- 7. Internet connection is not believed to be needed, but cannot hurt. It could come in handy if a debunker in the audience promoted a specific web, allowing you to go to it and expose its logical fallacies.
- 8. Drinking water or other refreshment at the podium

Materials

- 1. Sign-in sheets
- 2. AE911Truth Banner
- 3. AE911 Truth Postcards and flyers
- 4. AE911Truth “Blue Print for Truth” DVD
- 5. Information on upcoming events
- 6. Basket for Donations
- 7. What can you do to follow-on flyers
- 8. Sign for the doorway
- 9. Easel for posting the sign
- 10. Bumper stickers
- 11. Request for Additional Speaking venues

Video Recording

- 1. Camera
- 2. Tripod

Refreshments

- 1. Juice
- 2. Cookies