

Texas Firearms Coalition

A voice for Texas gun owners

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New Year, New Approach

By Charles L. Cotton

Over the last four years, I have been reducing the number of cases that I carry on my docket. My goal has been to close my public law practice so that I can focus all of my personal and professional efforts on Second Amendment issues and my church. As many of you know, I just celebrated my 65th birthday. After heartfelt discussions with my wife of 41 years, we decided that it is time to officially close Cotton Farrell, P.C. as of December 31, 2014. I have continuing commitments in some cases and those should be finalized early in 2015.

Some close friends have known of my plans for several months and almost to a person they have asked, “you aren’t going to quit working for gun owners are you!?” The answer is an emphatic NO. In fact, I’m closing my public practice so I can do more for gun owners. A few of the irons I have in the fire are described in the following pages. There are more gun and Second Amendment project in the works, but it is too early to disclose them at this point.

What’s New?

In this special issue of the TFC eNews, TFC President Charles L. Cotton announces the closing of his public law practice so that he can devote his full efforts to protecting and expanding the rights of gun owners. These efforts include the creating of new shooting and gun-related organizations and activities, the revamping of existing programs, and the recruitment of new people not only into the ranks of gun owners, but gun owners who regularly participate in shooting activities.

Also covered in this special issue are new methods of reaching younger people by the use of popular electronic media such as audio and video podcasts, webinars, live audio and video streaming and Internet Radio.

Get involved!

Different people, common goals.

Gun owners come from all walks of life, all ages and races, men and women, young and old, but we must work together as a team!

Texas Firearms Coalition (TFC)

TFC will be a major focus for me in terms of political and legislative efforts. I am still on the NRA Board of Directors and I will continue to work with both TSRA and the NRA by drafting and analyzing legislation and consulting with Texas Senators, Representatives and their staff. The TFC Legislative Agenda will not conflict with or oppose any efforts by the NRA or TSRA. I would never let that happen. TFC may prioritize bills and issues differently and we may seek sponsors for bills that would not otherwise be filed. In the end, all three organizations will work for the good of Texas gun owners.

Texas Sport Shooting Range Association, Inc. (TSSRA)

I wrote the Texas sport shooting range protection bill that passed in 2011 as SB766 by Sen. Estes and I tried and won the first case coming under the new law. Shooting ranges are a critical part of the Texas gun owner community and I have created the Texas Sport Shooting Range Association, Inc. in order to have an industry group in Texas. Unlike most industry groups, TSSRA will provide unique benefits to the entire sport shooting industry, some of which will provide much-needed data when a range is sued. Although TSSRA has been created, it has been inactive simply because I did not have time to work on the daunting task of launching it. The website is complete, but I will not open it until we are ready to accept members.

TexasShooting.com

The TexasShooting.com website has the potential to be the best online magazine for all shooting sports in Texas. The plan is to recruit shooting clubs and ranges to join and

submit articles, photos and videos to help promote their activities, but doing so will help to promote the shooting sports throughout the State. There will be a registration service available to members much like the one I created on CHLregistration.com, allowing Members to better manage and advertise their matches, training and other activities and events.

Media Presence

Audio podcasting has been around for about ten years, but in recent years it has really come into its own. The estimated number of "regular" podcast listeners is staggering, based upon the downloads on iTunes alone. People listen to these podcasts while commuting to and from work, exercising in the gym, jogging and at other times when we have a somewhat captive audience. Video podcasting and live video webcasting are also growing in popularity making eMedia an excellent way to reach younger people and get them involved in shooting and protecting the Second Amendment. A relative newcomer to this exciting eMedia world is Internet Radio and I am consulting with someone to determine if this would fit into the overall game plan.

I am in the process of converting one of our bedrooms into a studio for both audio and video podcasting. Actually, it already serves as my reloading and exercise room, so it's good that a studio does not have to be nearly as big as they appear on television! Unfortunately, the equipment is not cheap, if you want to produce high quality audio/video podcasts and live webcasting.

Audio and video podcasts will be published on YouTube channels and the websites for TexasShooting.com and [Texas Firearms](http://TexasFirearms.com) (Continued on next page.)



Success through teamwork

Those who would destroy the Second Amendment through state and federal laws, regulation of firearms and ammunition by the EPA and other federal agencies, and the closing of public and private shooting ranges have never been as well funded as they are today. Michael Bloomberg has committed over \$700 million to the fight for gun control and others like George Soros and Hollywood movie moguls are also helping the anti-gun cause.

Protection of second amendment rights requires a new and energetic effort to get more people involved in owning, training and shooting all types of firearms. We must make a concerted effort to find ways to bring the shooting sports to minority communities that have not had the opportunity to learn about firearms and view them in a positive light. The black and Hispanic communities view firearms negatively because most have never had the opportunity to use them for sporting of self-defense purposes. This must change!

If gun owners are to rise and face this new cash-flush threat, then we must band together in a unified front. Whether you prefer handguns, rifles, shotguns or some other firearm, the threat is the same and our battle plan must be to protect the rights of all gun owners.

Membership is free, so join the Texas Firearms Coalition today and encourage your friends and family to do so as well.



New Delivery Methods for the Founding Fathers' Message. Adapt or Perish!

Marketing experts tell us that the younger the person, the less likely they will even read, much less respond to print media like newspapers and magazines. A major public relations firm claims that "a man under 40 probably won't even open an envelope he receives in the mail!" While this is an obvious exaggeration, the message is clear—times are changing in terms of reaching people.

To defend the Second Amendment and get more people involved in shooting, especially young people, it is imperative that we have a presence in the eMedia world where they people focus their attention. The combined efforts of Texas Firearms Coalition, TexasShooting.com and the TexasCHLforum.com include production of interesting and educational programs as:

- Audio/Video podcasts;
- Live video streaming;
- Webinars; and
- Internet radio.

Coalition. Those on the TFC website and YouTube channel will be focus on political and legislative issues, while TexasShooting.com will be more general in nature covering all aspects of shooting. The plan is to offer free webinars on both TexasShooting.com and the TFC website, with the appropriate (a/k/a expensive) media hosting and streaming services.

The Cost of Advocacy

Over the last 35+ years that I have been a legislative activist, I have never charged a penny and I have paid for all related expenses such as travel costs, etc. out of our personal bank account. I have also represented, and/or consulted with, many gun owners *pro bono* because they simply could afford to hire an attorney. Over that same time, I conservatively estimate that my the lost billing hours to clients amounts to well over \$3 million, because those hours were spent working on Second Amendment issues without charge. This has been a labor of love, but as you can see, it has been an expensive one.

I need your help.

Now you know some of the plans and projects that are either in the initial stages of operation or are on the drawing board. As you can see, I'm not "retiring," just refocusing my efforts on behalf of gun owners and the Second Amendment. I can not do this without your help and this help comes pri-

marily in two critical areas as discussed below.

Financial Support:

Throughout all of my years as a Second Amendment advocate, my wife has been a major source of strength and emotional support. A few years ago when I was launching yet another pro-gun project, I made a commitment to her to continue the effort only if it was self-supporting financially and that none of our personal funds would be used. I have honored that commitment and I will continue to do so, especially since I am closing my public practice.

All of the activities outlined above, other than TSSRA, will be funded primarily by donations/gifts to The Cotton Group, LLC. (TSSRA is a separate corporation and it must be self-supporting.) If you would like to make a donation/gift to support the efforts I have outlined above, you can do so by going to www.TexasFirearmsCoalition.com and clicking on the "Support TFC" tab in the top menu. You have the option of making a one-time donation, or you can set up a monthly donation. Monthly donations make budgeting decisions much easier, but all donations are greatly appreciated.

Please consider supporting these Second Amendment efforts. Unfortunately, most gun owners are satisfied to let others do the work and carry the financial load, as is evidenced by the fact that there are an (Cont.)



estimated 100 million+ gun owners in the U.S., but only 5 million have joined the NRA. So it is with TSRA with its estimated 40,000 members.

If you can commit to a monthly donation, please do so. The monthly gifts range from \$10 to \$100 so they are designed to help meet everyone's budget. NOTE: donations are NOT TAX DEDUCTABLE.

Spread the Word!

The TexasCHLforum.com will remain non-commercial and membership in the Texas Firearms Coalition will remain free. The mission of both are too important to discourage anyone from joining and taking part because of a fee. This is especially true of the Texas Firearms Coalition because there is strength in numbers.

You can help spread the word by encouraging your friends and family to join the Texas Firearms Coalition so we can grow to a level of membership that will make a major impact on the Texas Legislature. This will give us a larger, more powerful, email list to respond to calls-to-action that are so critical in passing or defeating more controversial legislation.

If you are a member, owner, or director of a shooting club or range, then contact us about joining TexasShooting.com and helping it to achieve its potential to be the best online gun magazine for Texas shooting sports. Send us photos and/or videos of your trips to the range or hunting, along with an article to post on TexasShooting.com. Human interest stories are always a big hit and they encourage others to try something new. We will be hosting a video conference for prospective members soon.

Promote the TexasCHLforum.com so as to get more people actively involved in the Texas gun community. People who actually use their firearms are far more likely to get actively involved in protecting the Second Amendment than those whose guns never leave the safe or closet.

A bold but exciting move!

Closing my public law practice is a bold and somewhat scary move, but I am excited about being able to focus all of my efforts on protecting the rights of gun owners and the Second Amendment and expanding number of people who are actively involved in the shooting sports. If you share my excitement, then please join this effort by becoming a donor and by promoting the projects I have outlined.

Respectfully,
Charles L. Cotton
TFC President

Advocacy, Like Freedom, Isn't Free!

Reaching any target audience and convincing them to support your cause requires a commitment of time, effort and money and Second Amendment advocacy is no exception. Advancements in electronic technology, especially with live and prerecorded audio and video broadcasting, have made it possible to reach audiences of all ages and backgrounds like never before in history, but only if one is willing to invest in the equipment and software required to publish quality content. Poor quality YouTube videos or audio/video podcasts will guarantee that people will not take your message to heart.

Please [support TFC](#) with a monthly donation. (Donations are not tax deductible.)



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