

“A Turning Point and a Breaking Point; Inside the TPUSA NMC Launch Party and the Protest
Against the Group”

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<https://drive.google.com/file/d/1uRuKbD2oge-qr1OZHFrWmoPMIGjk43GV/view>

Judge’s comments: “Comments: I really like “A Turning Point and a Breaking Point.” It’s a clever use of the organization’s name. This headline has a strong news angle. However, the acronym “TPUSA NMC” feels like what’s called “alphabet soup,” meaning a bunch of letters no one knows. I did want to read more, which is the ultimate goal of a headline.”