

TRANS FREEDOM ALLIANCE
THREAT BRIEFING

The Battleground Map

How Anti-Trans Attacks Are Landing Across TFA's Priority States — and How Campaigns Should Answer

On June 30 the Supreme Court upheld state bans on transgender girls in school sports, and within hours the ruling was campaign material across the priority states: [Greg Abbott](#) and [Kim Reynolds](#) claimed it as a win, [John James](#) tied it to a Trump endorsement, and [Tim Walz](#) made it the loudest pro-trans moment in the field. This briefing maps how that ruling — and the period's other attacks — landed across the thirteen states TFA is tracking: who drove each story, who it reached, and which counter-messages test best with those voters.

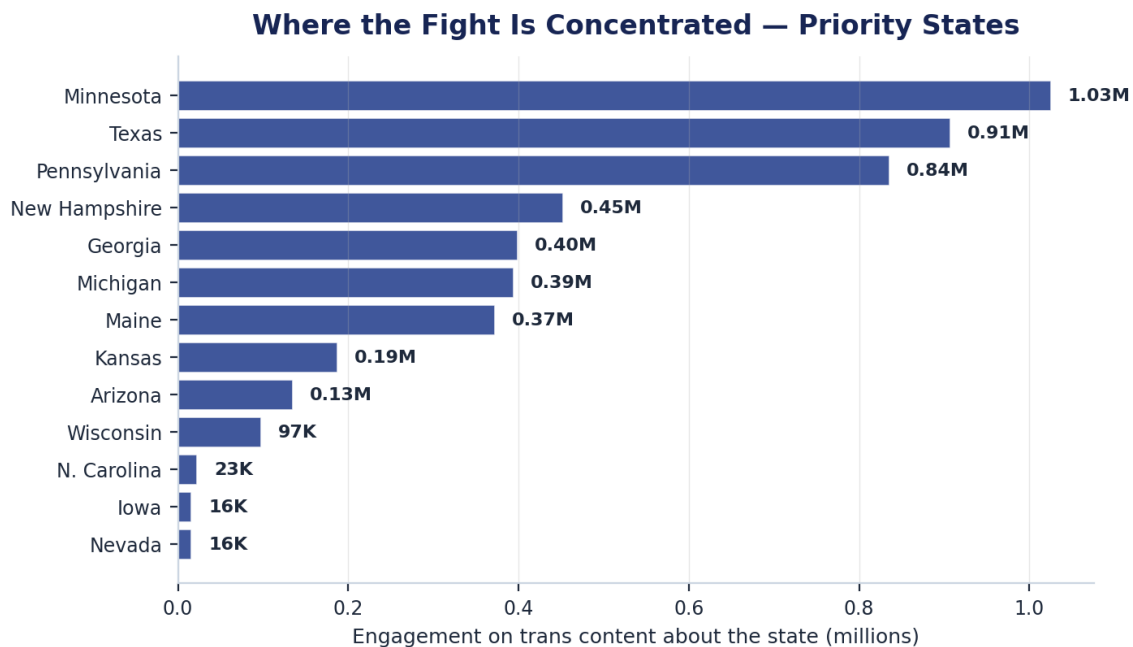
June 16 – June 30, 2026

Data: Trans Rhetoric Social Media Dashboard | 77K+ channels | 20 platforms | 984K+ posts

13 priority states | 895 state-tagged posts | 5.8M engagements | c4 / Organize Action

Topline Finding

The Supreme Court's June 30 sports ruling reshaped the battleground in a single day, drawing the trans-issue conversation into every priority state at once. Within hours it was campaign material — Texas's [Greg Abbott](#) and Iowa's [Kim Reynolds](#) claimed it as a win, Michigan's [John James](#) incorporated it into a Trump-endorsement post, and Minnesota's [Tim Walz](#) made it the single loudest pro-trans moment anywhere in the field (850K engagements). But the ruling landed on an already-uneven map. Trans-attack content is heavily concentrated: Texas carried the most volume by far (244 posts), while Minnesota and Pennsylvania led on reach — the latter almost entirely because Trump mocked transgender weightlifters at a Pennsylvania rally. Several priority states (Nevada, Iowa, North Carolina, Wisconsin) saw little trans-issue activity. The most electorally dangerous material was not the ruling but the individual-villain story: in New Hampshire, the sentencing of former state representative Stacie Laughton was converted into a “trans predator” narrative that gave the state the highest anti-trans share in the field. The audience these attacks reach is also distinctive — a modeled 78% male, heavily Millennial and Gen Z. The implication for campaigns is that these attacks are portable and aimed at young men, and the response must be built to travel the same way.



Source: Trans Rhetoric Dashboard | issue-location layer, off-topic virality removed

A single ruling localized into thirteen races at once; reach is concentrated in a handful of states, not spread evenly.

Key Findings

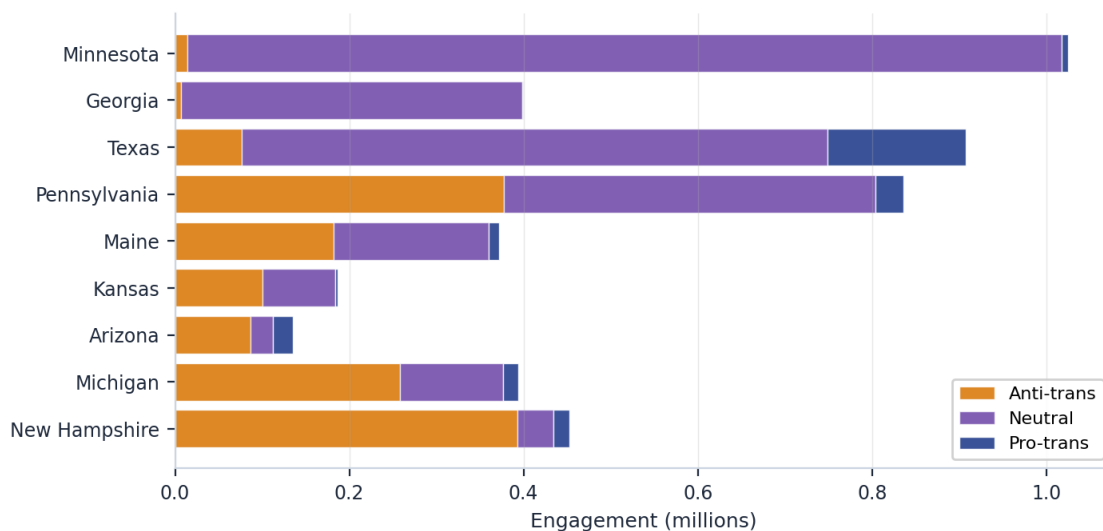
- **The SCOTUS ruling became instant campaign ammunition.** Within hours, Republican governors and candidates across the priority states (Abbott, Reynolds, James, [Tom Tiffany](#)) folded the win into their own races — while Walz and [Whitmer](#) supplied the clearest pro-trans responses. The ruling is now a shared national asset both sides are localizing.
- **Attention is concentrated — a few states carry most of the fight.** Texas leads on volume (244 posts); Minnesota and Pennsylvania lead on reach. Nevada, Iowa, North Carolina, and Wisconsin saw little trans-issue activity this period. Effort should follow the concentration, not spread evenly across all thirteen.
- **The attacks reach young men.** The modeled audience for anti-trans content about these states is roughly 78% male and heavily Millennial/Gen Z — markedly younger and more male than the audience for pro-trans content (52% female). Message and channel choices should be built for that audience.
- **The individual-villain story is the most dangerous format.** New Hampshire's Stacie Laughton sentencing — amplified by [Scott Presler](#) and ThePersistence — gave NH the highest anti-trans share in the field. One person's crime, converted into an indictment of a population, is the attack most likely to migrate into ads.
- **Pennsylvania's reach was a national moment, not a state fight.** Trump mocking transgender weightlifters at a PA rally (Collin Rugg, 349K) drove the state's numbers; Shapiro's race never engaged. Read attention on a state and a race being contested as two different layers.
- **Minnesota shows the offensive playbook.** [Walz](#)'s same-day “states can be cruel to trans kids — here in Minnesota” was the loudest pro-trans post in any priority state. An official speaking with authority, fast, is the highest-reach counter the field produced.
- **Two Senate races are already trans-charged: Texas and Maine.** Talarico (TX) drew a personal attack from White House aide Stephen Miller; Platner (ME) drew Riley Gaines's fire on sports and a prisoner-based attack on Gov. Mills. Both are live tests of the attack format now, before the general.
- **[Libs of TikTok](<https://www.twitter.com/libsoftiktok>) is the originator to monitor in each state.** It seeded 26 separate stories this period (13.6M downstream reach), functioning as the movement's tip line. Local incidents surface there first, then national accounts and officials amplify — the point at which a state story can still be anticipated and countered.
- **Family-and-freedom is the counter-frame that travels.** In message testing re-weighted to the audience these attacks reach, “parents decide, keep government out” tests strongest (63.5%) and federalism over-indexes — while dignity and erasure under-perform. Lead with freedom and local control.

The Battleground at a Glance

Two layers drive this briefing. The **issue-location** layer tags which state each post is about; the **account-location** layer tags where the messenger is based. A post can be about a state without originating there (a national account attacking Roy Cooper counts toward North Carolina), so the reach figures below measure attention on a state, not local activity alone. Off-topic virality that keyword-matched a state (foreign-language tabloid items, unrelated news) has been removed by hand.

State	Primary	Posts	Reach	Anti / Pro	Top messenger
Texas	TBD	268	1.5M	76K / 158K	BuzzFeed
Minnesota	8/11/26	83	1.1M	14K / 7K	Governor Tim Walz
Pennsylvania	5/19/26	68	858K	377K / 32K	Collin Rugg
New Hampshire	9/8/26	115	489K	393K / 18K	ThePersistence
Georgia	5/19/26	41	399K	7K / 996	sean
Michigan	8/4/26	45	395K	258K / 17K	John James
Maine	6/9/26	59	375K	182K / 12K	SaltyGoat
Wisconsin	8/11/26	47	263K	15K / 295	Libs of TikTok
Kansas	TBD	38	222K	100K / 3K	Moms for Liberty
Arizona	8/4/26	91	143K	86K / 22K	Jackson Thompson
North Carolina	3/3/26	20	23K	2K / 5K	Senate Republicans
Nevada	6/9/26	20	17K	1K / 0	Aaron Parnas
Iowa	TBD	26	16K	141 / 9K	Gov. Kim Reynolds

Tone of the State Conversation (states above 100K reach)



Source: Trans Rhetoric Dashboard | stance classifier; "neutral" includes hostile-leaning news coverage

Tone is a directional read from the stance classifier; “neutral” absorbs a large amount of hostile-leaning news coverage, so anti-trans shares are conservative. New Hampshire and Maine stand out as the most hostile state conversations; Minnesota is the most favorable, on the strength of a single Walz post.

Who's Driving the Conversation

Right-Leaning Drivers

[Libs of TikTok](#) — 13.6M downstream reach, 26 seeded stories

The movement's tip line and the clearest originator in the priority states — the New Hampshire sentencing and the library-book incidents surfaced here first, then traveled.

[Rep. Nancy Mace](#) — 8.1M engagements, top single post

Her “animal experiments” post was the single biggest amplification event of the period; a grotesque, instantly shareable framing that outran every piece of policy detail.

[Scott Presler / ThePersistence](#) — NH villain narrative

Drove the Stacie Laughton “trans reverend” story that gave New Hampshire the field's highest anti-trans share — the template for the individual-villain attack.

[PeterSweden](#) — 4.3M engagements, 5.7 score

European commentator whose UK puberty-blocker and “conversion practices” posts feed the transatlantic “medical harm” frame that recurs in state healthcare fights.

Left-Leaning Drivers

[Gov. Tim Walz](#) — 850K engagements, single post

The loudest pro-trans moment in any priority state — a same-day response to the ruling from an official with authority. The model for how a favorable message can travel at scale.

[Mayor Brandon Johnson](#) — 4.7M engagements (national), single post

His post on trans Chicagoans' “sense of belonging” was the highest-reach pro-trans item nationally — warmth and authority over argument.

[Gov. Gretchen Whitmer](#) — Michigan, affirming response

“Trans people are our family, neighbors, and friends” — a plainspoken counter in the state's live Senate race, against John James's Trump-endorsed run.

How the Attacks Travel — Originators vs. Amplifiers

Two different jobs create anti-trans reach. A small set of accounts **originate** stories — surfacing a local incident that then spreads; a larger set **amplify**, putting the most eyeballs on stories someone else started. The two call for different campaign responses: pre-empt originators, rapid-respond to amplifiers.

Top originators (seed stories that travel): Libs of TikTok (13.6M, 26 seed stories); Rep. Nancy Mace (8.1M, 5 stories); Eric Daugherty (3.1M, 12 stories); James O'Keefe (3.0M, 5 stories); Fox News (2.5M, 15 stories).

Top amplifiers (most reach on others' stories): Rep. Nancy Mace (8.1M, 5 reposts); NBC News (922K, 1 repost); Fox News (889K, 3 reposts); USA TODAY (801K, 3 reposts); Dan Bongino (728K, 2 reposts).

Who These Attacks Reach

The dashboard has no engager-level data, so audience is **modeled** — inferred from the demographics of the accounts that produce and amplify content, weighted by engagement, under a homophily assumption. It blends US Census surname data, Social Security first-name records, each platform's known user base, and where accounts are based. For the roughly 57% of anti-trans reach carried by accounts with a real name or seed match, this is a genuine read; the rest falls back to a national baseline. Treat it as directional, not measured — but the split between the two sides is stark enough to act on.

Audience of...	Gender	Top age cohorts	Race (modeled)	Evidence	Conf.
Anti-trans attacks	78% male / 22% female	Millennial 33% · Gen Z 27% · Gen X 23%	White 79% · Black 11% · Hispanic 5%	57%	0.58
Pro-trans content	52% female / 48% male	Millennial 31% · Gen X 30% · Boomer 15%	White 77% · Black 13% · Hispanic 5%	64%	0.62
All state content	72% male / 28% female	Millennial 27% · Gen Z 21% · Gen X 19%	White 80% · Black 9% · Hispanic 6%	55%	0.62

The clearest divide is gender and age. Anti-trans attack content about these states reaches an audience that is roughly **78% male and disproportionately young** (Millennial + Gen Z ~60%); pro-trans content reaches a **gender-balanced, older** audience (52% female, Gen X-heavy). The audience for these attacks skews heavily toward young men — and that is precisely the audience with whom the family-and-freedom and federalism frames test strongest (see Messaging). “Evidence” is the share of reach from accounts with a real name/seed match rather than a national-average fallback; “Conf.” is the mean modeled confidence. The racial estimate is the weakest layer (geography is sparse) and should be read most loosely.

Case Studies

Case Study 1: Texas Senate — The Personal Attack on Talarico

What happened. Texas carried more trans-related volume than any other priority state, and the Talarico Senate race was the reason. The period's largest Texas item was White House Deputy Chief of Staff Stephen Miller launching a personal attack on Talarico (relayed by Courier DFW), layered on alongside Gov. [Greg Abbott](#) casting the ruling as a Texas win (“in Texas, no boys in girls' sports”). This continues the pattern tracked in prior cycles — the AI-generated “Low T Talarico” attack and the church-based “groomer” framing.

Why it matters. Talarico is a seminarian who can contest the faith framing directly — the ground the right least wants to fight on — yet that asset stayed largely unused in the social conversation while the attacks were being set. The attack format (AI fabrication + religious framing + a “groomer” implication) is cheap, operational, and being field-tested in a marquee race.

Takeaway. For a shop that arms Democratic campaigns, this is the most actionable item in the briefing: archive each new creative, map its funding and distribution, and pre-draft the response to a synthetic-media attack now — so the first campaign hit with one isn't built from scratch.

Case Study 2: The Ruling as Ammunition — One Event, Thirteen Races

What happened. The SCOTUS decision is the clearest example of a national event localized into every priority race at once. Within hours, Abbott (TX), [Reynolds](#) (IA, “Iowa put this into law four years ago”), [John James](#) (MI), [Tom Tiffany](#) (WI), and Joe Lombardo (NV) had each claimed it for their own contest, while Walz (MN) and Whitmer (MI) supplied the pro-trans responses.

Why it matters. The accurate counter is identical in every state: the ruling permits state bans but does not require them, leaves Title IX intact outside sports, and points to tailored, school-level rules rather than blanket bans (the legal detail is in the companion c3 briefing). A portable event invites a portable response.

Takeaway. Build one well-sourced rebuttal kit for the ruling that any candidate can localize, rather than thirteen from scratch — and get it to the priority-state campaigns before the August primaries, where “no men in women's sports” is already a slogan.

Case Study 3: New Hampshire & Maine — The Individual-Villain Playbook

What happened. The most electorally charged state stories were not about policy but about a person. In New Hampshire, the sentencing of former state representative Stacie Laughton was converted by [Scott Presler](#) and ThePersistence into a “trans reverend” predator narrative — giving NH the highest anti-trans share in the field. In Maine, the attack was a transgender prisoner used against Gov. Janet Mills (“6’1” biological male in a women’s prison”) and Riley Gaines targeting Senate candidate Graham Platner on sports.

Why it matters. The format is identical in both: one individual, maximally unsympathetic, made to stand in for every trans person. It is the highest-velocity attack and the one most likely to become an ad, because it converts a policy argument into a single villain.

Takeaway. The counter is not to litigate the individual case but to hold a standing posture that redirects from the person to the population — pre-built, because another one will come.

Attack Formats to Watch

- **The individual-villain story.** One person’s crime (Laughton, the Maine prisoner) made to indict a population. The highest-velocity format and the one most likely to become an ad. Needs a standing redirect posture.
- **Synthetic media against a named candidate.** The AI “Low T Talarico” material is the leading edge. Cheap to produce, easy to copy — assume it appears in other Senate races and pre-draft the fabrication response now.
- **“Biological male” + women’s-spaces framing.** Prisons (Maine), sports (everywhere post-SCOTUS), and school locker rooms (Kansas, Wisconsin). A safety-of-women frame that polls better than a direct attack on trans people — don’t meet it on the competition mechanics.
- **School-policy incidents.** [Moms for Liberty](#)-style stories (Kansas) plus federal funding and DOJ “student privacy” threats. Local, emotionally legible, and a steady drip rather than a spike.

Which Counter-Messages Land — Message Testing (MaxDiff)

This period’s message testing was run on the ruling itself. A synthetic MaxDiff panel — 28 candidate messages, each shown in head-to-head pairs to 21 voter archetypes weighted to the electorate — was fielded on the *West Virginia v. B.P.J. / Little v. Hecox* narrative. Below, “selection rate” is the share of match-ups a message or ingredient wins. Read it four ways: which frame, which actual message, what makes a message work, and how it lands with the young-male audience these attacks reach.

1. By frame — re-weighted to the audience you reach

The frame-level view, re-weighted to the gender and age of the audience the attacks reach (the young-male skew from the previous section). ▲/▼ mark frames that over- or under-perform with that audience versus a generic likely-voter panel.

Counter-frame	Win %	Read
Family / freedom — parents decide, keep government out	63.5%	Top frame; #1 with likely voters too
Federalism — this is for states, not Washington	60.5%	Over-indexes with reached audience ▲
Government overreach	57.4%	
Cruelty — this is simply cruel to kids	54.8%	
Dignity	48.0%	Under-indexes with reached audience ▼
Erasure	46.7%	Under-indexes ▼
Science / evidence	35.4%	Weakest-testing

2. The best-testing messages, verbatim

The strongest individual messages were all **practical corrections** built on the “may, not must” fact — and they travel farthest with the persuadable middle (Independent selection rate shown alongside the overall).

Message (excerpt)	Overall	Ind.	Frame · register
“The Court said states MAY ban transgender girls from sports, not that they have to. Twenty-three states have refused to. Your state has a choice.”	74.5%	90.3%	federalism · practical
“The ruling removes an obstacle to bans. It does not require a single one. Every state that passes one now is choosing to.”	70.3%	72.2%	federalism · practical
“These are decisions for families and their doctors — not for a legislature, and not for nine justices.”	63.8%	59.7%	family freedom · practical
“The ruling took the last legal guardrail off politicians who want to decide who counts as a girl.”	61.2%	74.5%	overreach · practical

The top message wins **74.5% overall and 90.3% with Independents**. The worst performers were the opposite instinct — outrage and aspirational “erasure”/“dignity” appeals (29–35%), which lose even though they are morally central.

3. What makes a message work

Holding the topic constant, three variables move a message more than its frame label does: register, the antagonist it names, and the argument ingredients it carries.

Register — lead practical, not emotional:

Register	Avg win %	
Practical	56.7%	Best-testing register
Outrage	46.6%	
Empathetic	46.2%	
Aspirational	38.9%	Weakest — avoid leading here

Antagonist — name “the government,” not Trump or the Court:

Villain named	Avg win %	
“The government”	54.4%	Best-testing antagonist
“Republican politicians”	51.2%	
“Politicians in Washington”	49.2%	
Naming Trump	44.6%	Underperforms
“The Supreme Court”	41.7%	Weakest — do not cast the Court as the antagonist

Argument ingredients — the lift each adds (with vs. without):

Ingredient in the message	Lift	With / without
States' rights / federalism (“it's a state choice”)	+19.9	67.8% vs 47.9%
Government-overreach label	+15.9	62.5% vs 46.6%
Parental authority (“families decide”)	+11.9	61.0% vs 49.1%
Corrects misinformation (“may, not must”)	+10.6	56.8% vs 46.2%
Slippery-slope / “erasure” framing	-7.5	43.8% vs 51.3% — hurts
Medical-authority appeal	-3.2	47.0% vs 50.2% — slightly hurts

The single most powerful combination is **“corrects misinformation” + “states' rights”** — the “may, not must, and it's your state's choice” message — at 67.8%. Federalism (+19.9) and the government-overreach label (+15.9) are the highest-lift ingredients; parental authority (+11.9) and simply correcting the record (+10.6) both help. Slippery-slope and “erasure” framing actively *hurt* (-7.5).

4. The bottom line for messaging

Build the counter as a **practical, factual correction that names “the government” and puts the choice back on the state**: “The Court said states *may* — not *must*. Twenty-three states have refused. Ours has a choice, and hunting 15-year-olds off a team is not a reason.” It leads with freedom and federalism (which

test strongest, and over-index with the young men these attacks reach), corrects the record, and keeps dignity as the reason rather than the opening line. Avoid outrage, avoid casting the Supreme Court as the antagonist, and avoid slippery-slope “erasure” language. Modeled signal — pair with live polling before ad spend.

Looking Ahead — The Primary Calendar

[DEVELOPING] SCOTUS aftermath moves to the states. With the Court permitting but not requiring bans, expect copycat-ban pushes in states without one and “tailored participation rule” counter-proposals. Arizona and Nevada both have live sports measures.

June 9 primaries (Nevada, Maine) — just passed. Maine's Senate field (Platner) is already drawing sports attacks; watch the format sharpen into the general.

August primaries (Michigan 8/4, Arizona 8/4, Minnesota 8/11, Wisconsin 8/11). The James–Rogers Michigan Senate primary and the Arizona AG race are the most likely to be run on trans issues. Expect a spend-up in July.

New Hampshire 9/8 — the Laughton story will resurface. Given how the sentencing traveled, expect it re-litigated as the NH Senate and Gov primaries approach. A redirect posture should exist before then.

TFA “Going on Offense in 2026” briefing (July 14). GSG / HIT Strategies / Equis battleground research on flipping the script — the natural input for the next iteration of this briefing's messaging section.

Strategic Recommendations

COUNTER	PIVOT AWAY	LEAN INTO
• The individual-villain smear (Laughton, Maine prisoner): build a standing redirect from the person to the population — pre-drafted, not scrambled per incident. • Synthetic-media attacks (Talarico): archive the creative, map funding/distribution, and have the fabrication response ready before the general.	• Litigating sports-competition mechanics on the right's terrain — hold on tailored, age-appropriate rules and kids' well-being, the ground the ruling itself marked out. • Spreading effort evenly across all thirteen states — follow the concentration (TX, MN, PA, NH, ME) and keep watch on the quiet ones.	• Officials speaking fast and with authority — Walz's same-day response was the highest-reach counter in the field. • The family-and-freedom / local-control frame, which tests strongest with the young-male audience the attacks reach; and candidate assets the attacks avoid (Talarico's seminary background).

The bottom line. The attacks in the priority states are portable. A single ruling localized into thirteen races in an afternoon; a single villain in New Hampshire did the work of a policy argument; an AI clip built for one Texas race is a template for the rest — and all of it is aimed at the same young-male audience. Portability is the threat and the answer. The field does not need thirteen bespoke responses; it needs a small set of portable ones: a redirect for the individual-villain story, a rebuttal kit for the ruling any candidate can localize, a fabrication response for synthetic media, and a bench of officials ready to speak the way Walz did — fast, with authority, on the family-and-freedom ground that tests best with the voters these attacks reach. All of it is buildable before the August primaries, and the July 14 battleground research is the moment to build it.

Limitations

Geography is measured from two dashboard layers: **issue-location** (which state a post is about; ~10% of posts carry a state tag) and **account-location** (where a channel is based; ~2% of channels). A post can be about a state without originating there, so state reach measures attention, not local activity. Off-topic virality that keyword-matched a state (foreign-language tabloid items, unrelated news) was removed by hand. Stance (anti/pro/neutral) is a directional classifier read; “neutral” absorbs much hostile-leaning news, so anti-trans shares are conservative.

The **audience** read is modeled, not observed: the dashboard has no engager-level data, so audience is inferred from the demographics of the accounts producing and amplifying content, engagement-weighted, under a homophily assumption (producer ≠ audience is the foundational caveat). It blends Census surname data, SSA first-name records, platform user base, and account location; the “evidence” column reports the share of reach with a real name/seed match versus a national fallback. The racial estimate is the weakest layer (only ~2% of channels have a state) and is hedged hardest. The **originator/amplifier** read is modeled from near-duplicate text clustering plus native amplifier edges captured for ~36% of posts. The **MaxDiff** frame fit is modeled × modeled — a synthetic panel re-weighted to a modeled audience — a directional signal, not a poll. Engagement is not persuasion.

Methodology

Data source. Trans Rhetoric Social Media Dashboard, built for TFA on the Junkipedia social listening API — 77,000+ channels across 20 platforms, 984,000+ posts spanning January 2024 to present, collected on 90+ keywords (topic terms, framing terms, and named trans public figures). **Period:** 2026-06-16 — June 30, 2026. **Priority states** are drawn from Adrienne's "TFA priority states-races 5.18.26" sheet, plus Iowa (Jun 9 request) and Texas/Talarico. **Per-state signal** uses two geolocation layers — issue-location (which state a post concerns) and account-location (where a channel is based) — filtered to trans-relevant posts carrying engagement, with a manual audit of the high-engagement tail to remove off-topic keyword matches.

Message Testing (MaxDiff)

The messaging results come from a MaxDiff (maximum-difference scaling) exercise run on the period's governing narrative — the *West Virginia v. B.P.J.* / *Little v. Hecox* ruling. The instrument is a set of 28 candidate messages written to vary systematically along four dimensions — frame (federalism, family freedom, overreach, cruelty, dignity, erasure, science), the antagonist named ("the government," Republican politicians, Trump, the Court, or none), rhetorical register (practical, outrage, empathetic, aspirational), and eleven binary argument-elements (e.g. states'-rights, parental authority, corrects-misinformation). Opposition messages are included and written with equal craft, not as strawmen, to anchor the low end of the scale.

The instrument is fielded against a panel of 21 voter archetypes weighted to the national electorate (race ≈ White 77% / Black 10% / Hispanic 8% / Asian 4% / Native 1%; age-weighted toward ~35% 65-plus; with party, education, and ideology crossed in). Each archetype evaluates message pairs in character and selects the more convincing of the two, across roughly 7,900 head-to-head comparisons in a single pass with no optimization toward target numbers. A calibrated 10–15% "unexpected-choice" rate is built in to reproduce real-respondent inconsistency and to hold the top-to-bottom spread to the 30–40 points observed in fielded MaxDiff studies rather than an artificially wide split.

A message's **selection rate** is the share of its head-to-head appearances it wins; rates are then aggregated by frame, antagonist, register, and argument-element, and the lift of each ingredient is the difference in average selection rate between messages that carry it and those that do not. Results are reported two ways: **likely-voter-weighted** (the message, register, antagonist, and ingredient cuts) and **re-weighted to the engagement-reached audience** (the frame cut), the latter by applying the audience model's gender/age distribution for the content these attacks actually reach. This is a **synthetic panel** — archetype responses are model-simulated, not live human interviews — calibrated against prior human benchmarks and held to realistic spreads. Read it as message triage that prioritizes what to put into live testing, not as a substitute for a fielded poll.

Diffusion: Originators vs. Amplifiers

The originator/amplifier analysis separates the accounts that *start* a story from those that give it the most reach. It runs in two passes. First, **near-duplicate clustering**: every post's text is normalized (URLs, @-handles, casing, and punctuation stripped) and grouped with near-identical posts, so the same claim or clip is tracked as it reappears across accounts — this window's ~24,500 posts collapse into roughly 3,000 recurring-story clusters covering about 40% of volume. Second, **native amplifier edges**: the platform-level quote, reply, and repost relationships (present on about 36% of posts) link each amplifying post to the item it echoes.

Within a cluster, the **originator** is the earliest poster (or, for a retweet/quote chain, the account being quoted); **downstream reach** is the total engagement the story accrues beyond the originator's own post; **amplifiers** are the

other accounts in the cluster, ranked by the reach they add to stories they did not start. Originators are ranked both by the number of distinct stories they seed and by the downstream reach those seeds generate. Caveats: only content with a captured native edge (~36%) contributes to the edge-based view; text clustering misses heavy paraphrase and cross-language restatement; and “originator” is the earliest post *in the dataset*, which can trail an off-platform or unmonitored origin.

Audience Model

Because the dashboard captures no engager-level data, audience is **modeled** from the accounts that produce and amplify each slice of content, engagement-weighted, under a homophily assumption (producer ≠ audience is the foundational caveat). It blends US Census surname distributions (race), Social Security first-name records (gender and age), each platform's known user base, and account location. The **evidence share** reports the fraction of reach carried by accounts with a real name or hand-labeled seed match rather than a national-average fallback; **confidence** is the engagement-weighted mean of per-account model confidence. Race is the weakest layer and is hedged hardest. **Legal characterizations** of the June 30 ruling follow the decision and TFA's published message guidance: it permits state sports bans, does not require them, does not reach Title IX outside sports, and does not decide whether schools may choose inclusion.

Prepared by Ari Drennen for the Trans Freedom Alliance (c4 / Organize Action) | June 2026