

TRANS FREEDOM ALLIANCE
THREAT BRIEFING

The Battleground Map

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

Over Labor Day weekend, America PAC — the super PAC funded by Elon Musk — placed eighteen transgender-issue advertisements in four U.S. Senate races: roughly \$284,000 to \$344,000 in disclosed spending and at least 4.5 million impressions, led by a Texas creative that quotes James Talarico’s 2021 “God is non-binary” remark. Three days later, at the Republican Party’s first national midterm convention in Dallas, President Trump said he normally holds transgender issues until about a week before an election, called the subject “one of our great sound bites of all time,” and said he moved early this year because he expected Democrats to shift their positions first — which, in five battleground races, they already have. Texas accounted for 90% of all priority-state engagement this week, driven by its Senate nominee’s televised walk-back. This fourth weekly edition covers who drove each state’s attacks, who they reached, what is now being paid for, and where the openings are.

September 7 – 13, 2026

Data: Trans Rhetoric Social Media Dashboard | 79K+ channels | 20 platforms | 1M+ posts
13 priority states | 543 state-tagged posts | 17.6M engagements | weekly electoral briefing

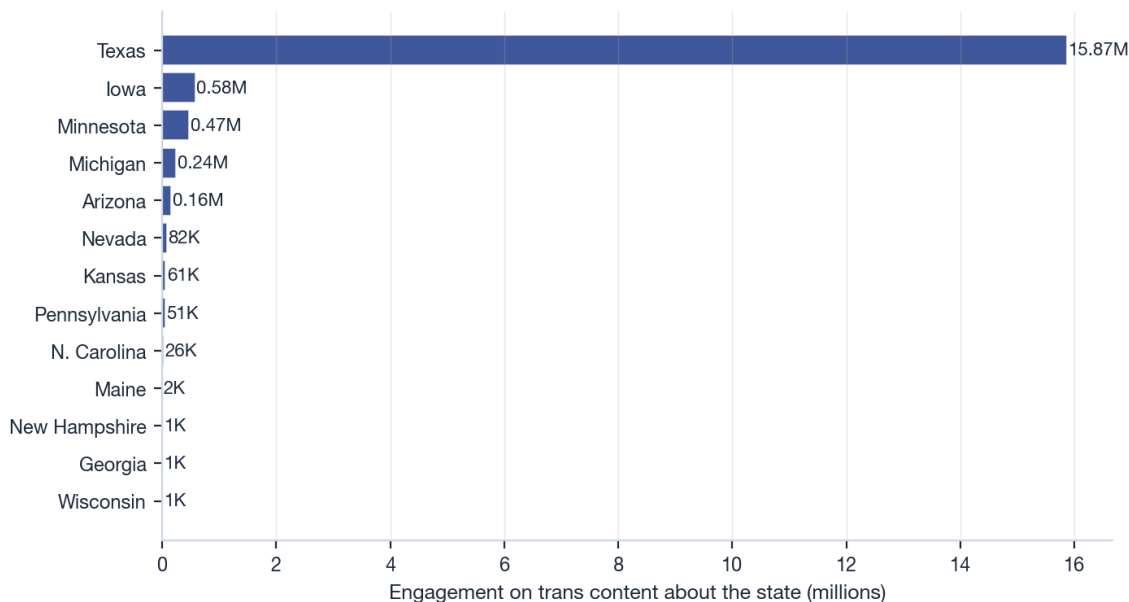
Topline Finding

Paid anti-trans advertising entered four Senate races at once this week. Over Labor Day weekend, America PAC — the super PAC funded by Elon Musk — launched roughly thirty-eight advertisements on Meta. Eighteen are transgender-issue creatives aimed at Democratic Senate candidates in **Texas, Ohio, Michigan and Iowa**, with between **\$284,000 and \$344,000** in disclosed spending and at least **4.5 million impressions**. The highest-spending creative in the account is a Texas ad quoting state Rep. James Talarico’s 2021 “God is non-binary” remark verbatim, at \$60,000–\$70,000 for 900,000 to a million impressions. A search of the ad library for that exact phrase one week earlier returned no active ads.

Texas accounts for 90% of this week’s map — 15.9M engagements across 420 posts — because the Democratic nominee for its open Senate seat gave a Fox News interview moving toward his opponents’ positions on transgender athletes and on surgery for minors, and because the Republican convention in Dallas made him a central subject. **Iowa is second** at 583K, up from 114K: two Democratic nominees there have declared against transgender athletes in girls’ sports, and America PAC is nonetheless running six creatives against one of them on that subject. **Minnesota is third** at 470K on a court sentencing, and **Michigan fourth** at 242K, with most of that total generated by the Musk-funded advertisement rather than by organic discussion.

The President stated the timing himself on the convention stage on Sept 9. Asked why he was raising transgender sports so early, he said he normally likes to wait “about a week before the election,” called the subject “one of our great sound bites of all time,” and said he moved early because he was “petrified” Democrats would move first. Campaigns should treat the final week of October as the announced date for the heaviest wave of this attack.

Where the Fight Is Concentrated — Priority States



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

Texas rose on a televised interview, Iowa on a national news story about its own nominees, Minnesota on a sentencing in a New York courtroom, and Michigan on an advertisement. Only Iowa’s increase originated with its own campaigns.

Where the Trans Conversation Is Landing — National Reach Map

gold outline = TFA priority state | darker = more engagement on trans content about the state



Source: Trans Rhetoric Dashboard | issue-location layer, off-topic virality removed | reach labeled for states above 100K

Texas alone accounts for 90% of the week’s priority-state reach, the most concentrated distribution in the four weekly editions to date. Eight of the thirteen states are under 100K. This chart shows where attention went, not where the attacks are most severe: paid advertising is running in three of the four quietest states.

Narratives by Race

The table below covers every race on the watch list, every week, including races where no relevant advertising is running. Advertising figures come from Meta’s public ad library as of Monday morning; spending and impressions are shown as the ranges Meta publishes.

Two limits apply. Meta’s library does not include television or streaming advertising, so “not on Meta” does not mean a campaign is not advertising elsewhere. Quoted ad language is the ads’ written copy, not a transcript of their video. District rows count posts that name the candidates; state rows count all posts about the state; the two are not directly comparable.

Race	The story this week	Reach	Where it's running
Texas Senate	Faith and candidate character — “God is nonbinary,” “six genders,” and the walk-back itself	15.9M	Organic and now paid. America PAC: 4 creatives, \$145K–\$170K, ≥2.15M impressions; the top creative quotes the 2021 line verbatim

Iowa Senate + 3rd District	Girls'/women's sports and "sex changes for kids" — against Democrats who have already conceded the sports point	583K	Organic and paid. America PAC: 6 creatives vs. the Senate nominee, \$21.5K–\$25K; in the 3rd District a 21-day sports attack ended Sept 10 and was replaced Sept 11 by two "which one do you believe?" ads
Minnesota (statewide)	Violence and the courts — a sentencing for the murder of a transgender Minnesotan	470K	Organic, wire- and local-TV-led; no paid trans creative in the state
Michigan Senate	Youth medical care — an interview exchange clipped into an attack, "Protect Michigan's Children"	242K	Paid-led. America PAC: 2 creatives, \$40K–\$50K, ≥750K impressions, since Sept 6. The Republican nominee's own pages still carry nothing on this terrain
Arizona 6th District + statewide ballot	Named-employee pressure; and a November ballot question on sports, bathrooms and locker rooms	161K	Organic. No Meta ad names the ballot measure; 6th District paid is Medicaid, crime and a new outside attack on taxes — no trans creative from any side
Nevada (statewide)	A named schoolteacher — from a June investigation, re-cut this week	82K	Organic, two uploads by one account; no paid trans creative found in the state
Kansas Governor	Parental rights — last week's federal school suit, attached to the nominee's 2023 vote	61K	Organic only. No paid creative ties the suit to the nominee — second week running
Michigan 7th District	Character attacks on the Democratic challenger — "destroying the American way of life" — with his defense of LGBTQ rights folded in as a recurring theme	~9K	Organic only, low volume this week. Paid on both sides is healthcare and costs (~15 creatives, the largest an outside "goon" attack on the incumbent at \$10K–\$15K, 900K–1M impressions) — no trans content, and no active ad names the challenger at all
Mississippi Senate	"Transgender Defender" — Sen. Cindy Hyde-Smith's campaign-owned website imitating challenger Scott Colom, in the Jackson press this week	4.4K	Organic (local press) only. No trans-issue ad from her campaign or the NRSC on Meta; the opaque "Saw It Online: MS" page runs two statewide videos since Sept 3 (top \$2.5K–\$3K, 200K–250K); the imitation site is unchanged since our Sept 11 capture

Georgia Senate	Quiet on this terrain for a third week	1.2K	Public radio reports GOP trans-issue ads in the state; none are on Meta (re-checked Sept 14) — consistent with TV/streaming buys the public libraries don't index
Michigan 10th District (open)	Taxpayer-funded care — the Republican nominee campaigns on “stopping taxpayer funding for gender transition surgeries”; earned media only so far	~1K	No paid trans creative from any side. The Democratic nominee runs prosecutor-bio and family-costs spots (top 200K–250K); an outside Democratic group attacks him on tariffs; his own pages run nothing active
Pennsylvania 8th District	No trans narrative from any side — the paid fight is cost-of-living, education, and a Sept 9 “liberal elite transplant” character attack on the Democrat	~1K	Organic trace is a local ad-watch column. No trans creative on Meta from any side — re-checked Sept 14
Pennsylvania 7th District	No trans narrative from any side; the incumbent's campaign opened a personal-finance character attack on the Democratic nominee the morning of this briefing	<1K	~98 active creatives across both sides — education funding, costs, Project 2025, fundraising — none trans. The Democratic nominee's own ads are anti-Trump fundraising spots
New Mexico 2nd District	“Medicamentos De Castración” — the Spanish-language castration-drugs attack on Rep. Gabe Vasquez, airing on television since Aug 20	<1K	TV only, fourth week (AdImpact listing re-verified Sept 14). Still no Meta creative on the frame from any campaign or committee in this race
Arizona 1st District	“Sex change surgeries on minors” — an NRCC organic lane against Democratic nominee Amish Shah that ran mid-August to Sept 1, quiet since	<1K	Not paid: no NRCC creative on Meta. Shah's own healthcare positive is the district's only active spot (\$5K–\$6K, 250K–300K impressions, since Sept 8)

Organic volume and paid activity do not track each other this week: paid trans-issue advertising is running in the two states with the largest organic totals, Texas and Iowa, and also in Michigan and Georgia, where organic engagement is small or falling. A campaign that monitors only feed engagement will miss the paid activity.

Key Findings

- **The President stated the schedule on the record.** At the Republican Party's first national midterm convention in Dallas on Sept 9, President Trump discussed transgender athletes in women's sports

and explained his timing: “I don’t like to do it much before the election ... I like to wait about a week before the election.” He called the subject “one of our great sound bites of all time” and said he was raising it in September only because he was “petrified” Democrats would change their positions first. Campaigns should plan for the last week of October accordingly.

- The attack now has a budget: eighteen paid creatives in four Senate races in a single weekend.** America PAC, the super PAC funded by Elon Musk, launched roughly thirty-eight ads on Meta between Sept 5 and Sept 8. Eighteen are transgender-issue creatives against Democratic Senate candidates in Texas, Ohio, Michigan and Iowa — **\$284,000 to \$344,000** in disclosed spending and **at least 4.5 million impressions** — all from one advertiser, on one template: a “sex changes for kids” spending frame, a “biological men in girls’ sports” frame, and a “radical trans agenda” label. This is the first multi-state paid transgender-issue buy recorded in these briefings.
- “God is nonbinary” went from zero paid dollars to the account’s top creative in seven days.** One week ago, a search of the ad library for that exact phrase returned zero active ads; the line had 4.66M in organic reach and no paid component. This week it is the highest-spending creative America PAC is running anywhere: \$60,000–\$70,000 for 900,000 to a million impressions. An organic attack line that survives a full week should be treated as a likely paid buy.
- Texas is 90% of this map, driven by a walk-back rather than an attack.** Texas carried 15.9M engagements across 420 posts. The driver was a Democratic message: state Rep. James Talarico, the nominee for the open U.S. Senate seat, told Fox News that his 2021 “God is nonbinary” remark “missed the mark,” that he opposes transgender athletes in girls’ sports “if it endangers safety or fairness,” and that he would vote for a national ban on gender-transition surgery for minors. The concession did not end the attack; the convention built two days of programming on it.
- Conceding the sports question did not reduce the attacks.** NBC News reported Sept 11 that in at least five battleground races — governor in Ohio, Nevada and Iowa, Senate in Iowa and Texas — Democratic candidates have declared against transgender athletes in women’s and girls’ sports. In every one of those races where the ad libraries could be checked, the attacks continued. Iowa is the clearest example: Senate nominee Josh Turek said “I don’t believe that biological males should compete against females in sports,” and America PAC is running six creatives against him on that subject.
- The quietest states are the advertised states.** Michigan’s organic engagement fell 71% in the same week a Musk-funded ad about its Senate nominee went live at \$40,000–\$50,000. Georgia produced 1.2K for a third straight week while Atlanta public radio reports Republican campaigns there are advertising on this issue on television. Kansas fell 82% with no paid trans-issue creative in its governor’s race.
- A sentencing, not a campaign, produced the third-largest state total.** On Sept 8, a judge in Canandaigua, New York sentenced two women to life without parole for the kidnapping, torture and murder of Sam Nordquist, a 24-year-old Black transgender man from Minnesota who died of his injuries in February 2025. Coverage carried 470K inside Minnesota’s total and roughly 5.7M more on posts without a state label.
- Two of this week’s five largest state totals are recycled content, and one item is three months old.** Nevada went from 213 engagements to 82K on two re-uploads of a clip recalling an undercover video about a named Las Vegas schoolteacher, originally published in **June**. Minnesota’s second-largest item is a prison story from **2023–24**. Neither event occurred this week. Recycled content is inexpensive, unpredictable, and most effective in states with the least current activity.

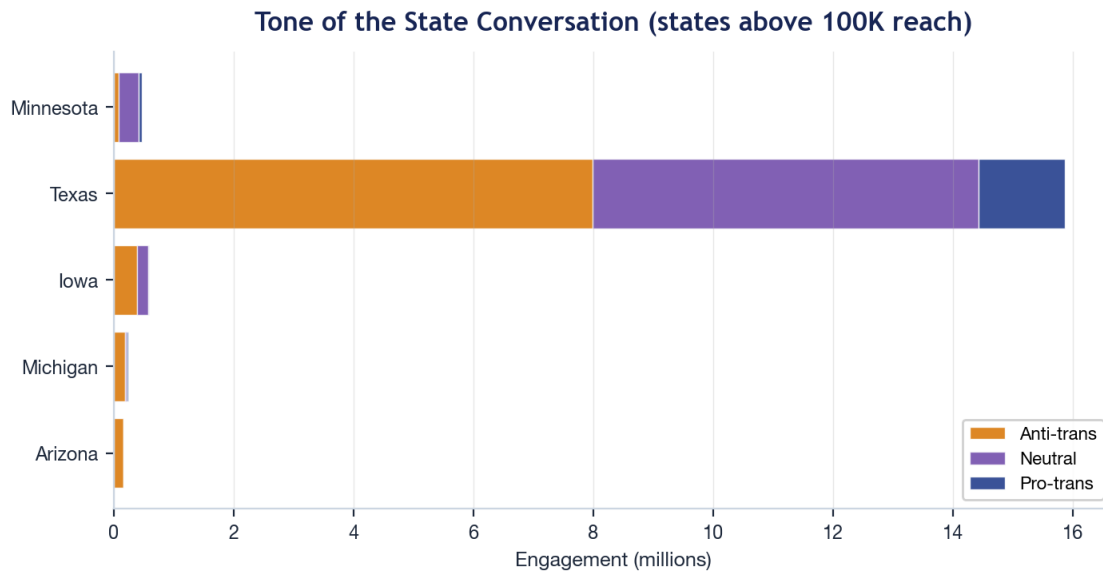
The Battleground at a Glance

A post counts toward a state if it is about that state or originates there; a national account attacking Roy Cooper counts toward North Carolina. Reach figures therefore measure attention on a state, not activity within it.

State	Primary	Posts	Reach	vs last	Anti / Pro	Top messenger
Texas	TBD	420	15.9M	▲ 241%	8.0M / 1.5M	Aaron Rupar
Iowa	TBD	18	583K	▲ 413%	385K / 6K	Politics & Poll Trac
Minnesota	8/11/26	36	470K	▼ 65%	85K / 55K	syracuse.com
Michigan	8/4/26	36	242K	▼ 71%	184K / 28K	America
Arizona	8/4/26	5	161K	▲ 390%	160K / 184	Corey A. DeAngelis,
Nevada	6/9/26	2	82K	▲ 384x	82K / 0	O’Keefe Media Group
Kansas	TBD	18	61K	▼ 82%	54K / 4K	Corey A. DeAngelis,
Pennsylvania	5/19/26	8	51K	▲ 41%	45K / 4K	Wall Street Apes
North Carolina	3/3/26	11	26K	▼ 81%	369 / 2K	Michael Shellenberge
Maine	6/9/26	9	2K	▼ 71%	52 / 721	Sharon - My Vote.My
N. Hampshire	9/8/26	3	1K	▼ 18%	0 / 710	Rebecca Schoenkopf
Georgia	5/19/26	3	1K	▼ 30%	0 / 197	Rebecca Schoenkopf
Wisconsin	8/11/26	3	772	▼ 99%	92 / 0	Moms for Liberty

“vs last” compares reach with the previous weekly edition (≈ means within ±10%). **Correction to last week’s edition:** its comparison table overstated several states; the corrected figures — Michigan 832K rather than 4.4M, Texas 4.66M rather than 6.1M — are used here. All other figures in last week’s briefing stand.

The Texas total counts every post about the Talarico–Paxton race, including many that never named the state. **Counted the strictest way — only posts explicitly tied to Texas — the state still ranks first, at 3.07M.**



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

Tone is an automated, directional reading; “neutral” absorbs a large share of hostile-leaning coverage, so the anti-trans shares shown are conservative. Four states need context this week. **Texas** appears less one-sided than last week (50% hostile versus 97%) because much of this week’s Texas discussion consists of Democrats and neutral outlets debating their own nominee’s concession, which is not the same as supportive content. **Minnesota** and **North Carolina** read as supportive because coverage of harm to transgender people dominates both — a murder sentencing and a retrospective argument — and attention to harm is not counter-messaging. **Arizona** and **Nevada** read as almost entirely hostile on five and two posts respectively; at that volume the figures describe two accounts, not a state.

How the Attacks Travel — Originators vs. Amplifiers

Anti-trans reach is produced by two different kinds of accounts. A small set **originate** stories, surfacing a local incident that then spreads; a larger set **amplify**, delivering the most views to stories others started. They call for different responses: originators can be pre-empted, while amplifiers require rapid response.

Top originators (seed stories that travel): syracuse.com (6.1M, 2 seed stories); Fox News (4.7M, 8 seed stories); Aaron Rupar (4.2M, 7 seed stories); Jessica Yellin (3.9M, 1 seed story); NowThis Politics (3.0M, 1 seed story).

Top amplifiers (most reach on others' stories): Fox News (2.6M, 8 reposts); syracuse.com (1.1M, 2 reposts); Whatever (podcast) (580K, 1 repost); FOX & Friends (410K, 1 repost); Aaron Rupar (347K, 2 reposts).

Case Studies

Case Study 1: The Musk Buy — One Weekend, Four Senate Races, One Template

What happened. Between Sept 5 and Sept 8, America PAC — the super PAC funded by Elon Musk — put roughly thirty-eight advertisements live on Meta. Eighteen of them are transgender-issue creatives aimed at Democratic Senate candidates in four states: **Texas** (four creatives, \$145,000–\$170,000, at least 2.15 million impressions), **Ohio** (six, \$77,000–\$99,000), **Michigan** (two, \$40,000–\$50,000) and **Iowa** (six, \$21,500–\$25,000). Every readable creative aimed at the Ohio nominee is on this subject — six out of six.

The same template runs in all four races: a spending frame (“tax dollars on sex change surgeries for children”), a sports-and-facilities frame (“biological men in girls’ locker rooms”), and a one-line label (“the radical transgender agenda”), each produced as a fifteen-second video and a static version so the account can test which performs. The Texas creative quotes the nominee’s 2021 “God is non-binary” line verbatim and is the highest-spending advertisement in the entire account.

Why it matters. Three things change when a message moves from organic to paid. It gains a targeting layer, so it no longer depends on users choosing to share it; a schedule, so it does not fade when the news moves on; and a budget line, which is the clearest available signal of what the other side believes will work. The sums are small by television standards and large by the standards of anything else in this briefing: one \$60,000 creative bought about a million impressions, more than nine of the thirteen states generated all week on every subject combined.

Reporting published Sept 13 also found that two of the ads used images of purported transgender women whose authenticity could not be established; Google briefly removed them over policy violations it did not specify, then restored them. Campaigns should be aware that the person depicted in an attack ad may not exist, which removes the option of a correction from the person themselves.

Takeaway. Weekly checks of the ad libraries in every priority state are now warranted; this buy went from zero to roughly \$284,000 over a single long weekend with no organic signal preceding it. The most checkable element of these creatives is the spending frame: each asserts something about public money (“voted to spend our tax dollars on sex change surgeries for children”) that traces to a specific vote, which can be documented and answered. Campaigns in the four states should have the vote, the bill number, and a one-sentence response prepared now.

Case Study 2: Texas — The Concession That Did Not Buy Quiet

What happened. State Rep. **James Talarico**, the Democratic nominee for Texas’s open U.S. Senate seat against Attorney General **Ken Paxton**, sat for a Fox News interview and moved on three points. He said his 2021 statement that God is nonbinary “missed the mark” and that he had been “being provocative.” He said “I oppose trans athletes playing in girls’ sports if it endangers safety or fairness.” And he said he would vote for a national ban on gender-transition surgery for minors. A single clip of the sports sentence carried **2.83M engagements** — the largest post anywhere in this briefing — and the interview as a whole drove a Texas column of **15.9M**, 90% of all priority-state engagement.

The response came from three directions at once. Republicans did not accept the concession: at the party's first national midterm convention, in Dallas on Sept 9–10, **Vice President JD Vance** said “a guy that age who is so obsessed and focused on transgender children — I never want to see that guy's web browser history,” a line reposted more than twenty times in our data, and **Sen. Tim Scott** of South Carolina built a passage on “God is not non-binary.” America PAC put the original 2021 quote into paid rotation. The nominee's own side also divided publicly over whether the concession was worth making.

Why it matters. This is the clearest available test of a strategy many campaigns are considering. The concession was specific, it was made on the opponent's own network, and it went further than any comparable Democrat has gone — and it produced the largest single week of hostile attention recorded in any state in these briefings. The reason is structural rather than tactical: the attack was never about the policy position. It is a character attack, and a character attack treats a policy concession as further evidence. Within a day, the framing had moved from “he believes there are six genders” to “he is lying about what he believes,” which is harder to answer and does not expire.

Takeaway. A candidate who intends to move on this issue should do so once, early, in a venue the campaign controls, in language the candidate can repeat unchanged through Election Day — not in an interview where the concession itself becomes the news. The Texas figures this week are the measurable cost of the alternative.

The one approach that worked this week was in the governor's race, on the same terrain, on the same day. When **Gov. Greg Abbott** posted an altered image of Democratic nominee state Rep. **Gina Hinojosa** with an American flag replaced by a transgender flag, without disclosing the alteration, her one-line response — “My pronouns are Mom, Texan, and soon to be: Governor” — became the largest supportive item in the state at 1.25M.

Case Study 3: Iowa — When the Answer Becomes the Attack

What happened. NBC News reported on **Sept 11** that in at least five battleground races — governor in Ohio, Nevada and Iowa, Senate in Iowa and Texas — Democratic candidates have declared their opposition to transgender athletes competing in women's and girls' sports. Two of the five are Iowans: **Josh Turek**, the state representative and two-time Paralympic gold medallist who is the Democratic nominee for U.S. Senate, and State Auditor **Rob Sand**, the nominee for governor. Posts carrying those declarations made up 88% of Iowa's 583K week.

Two developments followed. America PAC is running **six** transgender-issue advertisements against Turek, including one that says he “voted to put our daughters in danger.” And in the Third District, the sports attack that Rep. **Zach Nunn** had been running since Aug 21 against his Democratic challenger, state Sen. **Sarah Trone Garriott**, completed a twenty-one-day run on Sept 10 — and the next morning, a newly created page replaced it with an advertisement whose entire argument is her own televised response: “She voted to put biological men in girls' locker rooms in Iowa. Then she made a TV ad saying she opposes it. Which one do you believe?”

Why it matters. In Iowa's Third District, a televised response to the sports attack was converted into the next attack ad within thirty days. Campaigns should still respond, but the form of the response matters. A television spot reaches persuadable voters who will never see the ad library, and the “hypocrisy” ad

aimed at those same voters is cheaper to produce than the original response. Iowa also shows the limit of the pre-emptive concession: the two nominees who agreed with the attack's premise are facing no fewer attacks than the one who rebutted it.

Takeaway. Campaigns should decide in advance whether a response is a one-time statement or an ongoing position, because that decision determines what the opponent can quote. A one-time statement should be delivered in a venue that does not generate a second news cycle, and never in a paid spot that can be clipped against the record. An ongoing position needs a documented record that predates the attack. The Third District is worth watching on both sides: the Democratic candidate spent the week advertising on health care and term limits while her opponent ran three lanes at once — sports-positive, sports-attack, and taxes — and the sports lane is currently unanswered on the platform where it is running.

Attack Formats to Watch

- **The multi-state template buy is new this week and the most significant development in this briefing.** One advertiser used one launch window and one creative template across four Senate races — a spending frame, a sports-and-facilities frame, and a label — each produced as a video and a static version so the platform can select the better performer. It cost less than a week of television in one market and reached at least 4.5 million impressions in four days. The same template should be expected in the remaining competitive races; the copy running in Texas, Ohio, Michigan and Iowa this week is a preview of the copy elsewhere.
- **The synthetic subject appeared in the same buy.** Two of the advertisements showed people presented as transgender women whose authenticity reporters could not establish; one platform briefly removed the ads and then restored them. The practical consequence is new: a conventional response identifies the real person and gives them a voice, and in these cases there may be no real person. Campaigns should respond to the claim rather than the character, and should establish who is depicted in any attack creative before responding.
- **The response becomes the next attack.** A candidate answers the sports attack on television, and the answer is clipped into the following ad. Iowa's Third District now has the developed version — "Then she made a TV ad saying she opposes it. Which one do you believe?" — live within a day of the original attack completing its run. Any campaign planning a televised response should assume it will be quoted back and write it accordingly.
- **The character attack absorbs the policy concession.** Texas demonstrated this pattern this week. The nominee moved on athletes and on surgery for minors, and the attack did not soften; it shifted its charge from what he believes to whether he is telling the truth. Agreeing with the attack does not defuse it, which makes the decision whether to agree a question about persuadable voters rather than about the attack itself.
- **The named-employee format has moved onto campuses.** Arizona's entire total this week is two posts by one national advocate about a named university staff member, tagging her employer, over her pronouns and an opinion she expressed about another state's law. Pennsylvania's total is one post about a named visiting scholar. Neither person holds office, and no outlet reported either story. This is the school-board harassment pattern applied to a university, where the employer has a public-affairs office but no protocol for it.

- **Recycled content is filling the quiet states.** Nevada went from 213 engagements to 82,000 on two re-uploads of a clip recalling a June investigation. Minnesota's second-largest item is a prison story from 2023–24. Neither is news. The format costs nothing, follows no calendar, and has the most effect where the least is happening — which is where campaigns are least likely to be monitoring.
- **The ballot measure functions as a permanent campaign, with a slower variant.** Arizona, Colorado, Nebraska and Washington vote Nov 3 on school-sports eligibility by sex at birth; Arizona's measure also covers bathrooms and locker rooms. Maine provides the variant to watch: its citizen initiative on the same subject fell short of valid signatures for this November, and its backers said on Sept 10 that they will aim for 2027. A ballot campaign that misses one cycle does not disband; it becomes a year-round organization with a voter list.

Looking Ahead — The Calendar

September 21: Pennsylvania's comment window closes. Public comment ends on the state health department's 502-page rewrite of its disease regulations, which replaces "pregnant woman" with "pregnant or postpartum individual" in syphilis-testing provisions. The story has not traveled — the state produced 51K on this terrain all week, none of it about this — but the deadline is fixed, and this is the last quiet window to put a plain-language explanation on the record before an opponent defines it.

September 29: the North Carolina detransition appeal is argued. The state Court of Appeals hears Prisha Mosley's bid to revive a malpractice suit dismissed on timing grounds, after a 2025 state law extended the filing window for exactly these claims. North Carolina was nearly silent this week (26K), which is typical before an argument date rather than after one.

End of October: the Texas detransition clinic is due to open. Under the settlement the state attorney general secured in May, Texas Children's Hospital must open the country's first "detransition clinic" by the end of October, fund it for five years and pay the state \$10 million. A former nurse from that hospital spoke about it from the convention stage in Dallas this week. An opening three days before the election is a scheduled media event and is already on the calendar.

October 13: the Medicaid rule takes effect. Federal Medicaid and CHIP funding for transition-related care for minors ends, with a taper for patients already in treatment, and the 22-state lawsuit filed Sept 4 is trying to stop it. States may continue covering the care with their own funds — "may, not must" — which turns one federal rule into thirteen separate state questions three weeks before Election Day.

The last week of October: the stated target. The President said on Sept 9 that he normally likes to raise this subject "about a week before the election" and called it "one of our great sound bites of all time." He moved early this year because he expected Democrats to shift first. Both statements are planning information: expect principal-level attacks to subside through late September and October and to return at scale, in paid media, in the final ten days. Nothing else on this calendar is as predictable.

November 3: four states vote on this directly, for the first time in American history. Arizona, Colorado, Nebraska and Washington will decide whether school-sports eligibility must follow sex at birth; Arizona's measure also reaches bathrooms and locker rooms, and Colorado and Missouri carry separate questions on medical care for minors. Arizona is the priority state on that list, and no advertisement naming its measure has appeared in any public ad library, and the committees behind it have not been identified. This is the largest known unknown in this briefing.

The Bottom Line

This was the week the anti-trans attack acquired a budget, a template, and a published schedule. A single super PAC placed eighteen creatives in four Senate races over one weekend for roughly \$300,000, using the same three frames in every state; the President said on stage that he saves this subject for the last week before an election and moved early only because he expected Democrats to move first; and in five battleground races, they already had. The Texas total — 90% of this map — shows what a concession made on the opponent’s network produces: the largest week of hostile attention recorded in these briefings. The governor’s race in the same state, on the same day, answered an altered photograph in one sentence and produced the week’s largest supportive item.

The states with the least organic activity are the states with paid advertising, and the ad libraries — not feed volume — are where that activity is visible. Weekly checks of the libraries in every priority state are the practical response between now and the last week of October.

Limitations

Geography comes from two reads: which state a post is about (roughly 10% of posts carry one) and where the account behind it is based (roughly 2% of accounts). A post can be about a state without originating there, so state reach measures attention, not local activity. Off-topic viral posts are excluded, and misread tone and state labels are corrected before anything is counted; the full record of those calls stays with our working files. **The Texas figure carries the biggest such judgment:** it includes posts about the Talarico–Paxton race that never named the state; counted the strictest way, Texas reads 3.07M, still first.

Tone is an automatic, directional read; “neutral” absorbs much hostile-leaning news, so anti-trans shares run conservative. This covers a fixed seven-day window (Sept 7 – 13), computed on a locked copy of the data; both weeks compared here were collected and filtered the same way. **Paid-media figures come from the Meta Ad Library only**, checked September 14: the ranges are the library’s own, quotes are the ads’ written copy rather than video transcripts, a handful of the lowest-spending ads were not visible, and neither public ad library covers television or streaming. “Not on Meta” means exactly that.

The **originator/amplifier** read comes from grouping near-identical posts and from the platforms’ own quote and repost links, which exist for about 36% of posts. This briefing contains **no survey, panel or message-testing content of any kind**; every recommendation derives from observed engagement data, the public ad libraries, and the public record cited here. Engagement is not persuasion.

Methodology

Data source. Trans Rhetoric Social Media Dashboard, built for TFA on the Junkipedia social listening API — 79,000+ channels across 20 platforms, 1,000,000+ posts spanning December 2023 to present, collected on 90+ keywords. **Period:** September 7 – 13, 2026 — the fourth WEEKLY edition, which runs weekly through election day at TFA’s request. **Priority states** are drawn from Adrienne’s “TFA priority states-races 5.18.26” sheet, plus Iowa (Jun 9 request) and Texas. **Per-state signal** counts trans-relevant

posts by which state they are about and where the account is based, with a manual audit of the highest-engagement posts.

Named people, events and quotes were checked against primary or mainstream published sources; where a claim could not be sourced it is identified as unverified in the text or omitted. **Paid media** comes directly from the Meta Ad Library, checked September 14, 2026; spending and impression figures are the ranges the library publishes, not estimates of ours. **Private individuals** who are not office-holders, candidates or public officials are not named here, even where the content attacking them does. **Legal characterizations** of the Medicaid rule follow the published rule: federal funding ends, state-only coverage is permitted, a taper for patients already in treatment is allowed — “may, not must.”

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-identical posts are grouped so the same claim or clip is tracked as it reappears across accounts (a week's posts collapse into a few thousand recurring stories covering roughly 40% of volume); second, the platforms' own quote, reply and repost links (present on about 36% of posts) connect each amplifying post to the item it echoes.

Within a story group, the **originator** is the earliest poster (or, for a quote chain, the account being quoted), and **amplifiers** are the accounts that give the story its further reach, ranked by the reach they add. Caveats: the platform links exist on only ~36% of posts, heavy paraphrase escapes the grouping, and “originator” means earliest *in our data*.

Prepared by Ari Drennen for the Trans Freedom Alliance | September 2026