

TRANS FREEDOM ALLIANCE
THREAT BRIEFING

The Battleground Map

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

The sports fight walked into a swing state's arena this week: security at Atlanta's State Farm Arena told fans — a mother and daughter in XX-XY shirts, and a third fan in a trans-supportive shirt — to cover their messages at the Aug 16 Atlanta Dream–Indiana Fever game, and the league's public apology turned one venue's decision into 4.7M engagements of national attention with a Georgia dateline. Within days the shirt sections were organized and portable, filling rows in Dallas. The week's second story never touched a feed at all: an Arizona ad page styled as a local newspaper launched the National Republican Congressional Committee's attack video against JoAnna Mendoza — the Democrat challenging Rep. Juan Ciscomani in Arizona's Sixth District — the same morning this briefing's ad-library check ran. This is the first weekly edition of the electoral briefing — the same map on a faster clock: who drove each state's attacks, who they reached, and where the openings are.

August 16 – 23, 2026

Data: Trans Rhetoric Social Media Dashboard | 79K+ channels | 20 platforms | 1M+ posts
13 priority states | 211 state-tagged posts | 7.6M engagements | weekly electoral briefing

Topline Finding

Georgia tops the map for the same reason Minnesota did last period — the national story physically happened there. The State Farm Arena confrontation and the league's apology account for nearly all of Georgia's ~4.7M, and the accurate chain matters more than the volume: security asked **all three fans** — both XX-XY shirts and the trans-supportive shirt — to cover their messages, the league said it “should not have happened,” and the Dream disclaimed the action. Those are receipts against the “double standard” framing the right built on the incident, and they are already on the record. **Texas** (~1.2M) is the general-election read: organized XX-XY sections at the Indiana Fever–Dallas Wings game in Dallas, White House aide Stephen Miller attacking Democratic Senate nominee James Talarico on sports terrain, his Republican opponent Ken Paxton posting his daughter in the shirt — while last period's AI “Daisy” attack ad stayed dormant and the ad library shows no paid creative on Paxton's side. Below the top two, the week is a study in single-post state stories: an Apex, North Carolina elementary school's trans teacher (456K), Libs of TikTok's one-day return to Maine (435K), and a Nevada school-board confrontation that ran 343K *against* the attack. The smallest number is the loudest: Arizona's 699 organic engagements sit alongside a brand-new faux-newspaper ad page pushing the NRCC's Mendoza video — the paid-quiet split this briefing flagged last period, now wearing a masthead.

Where the Trans Conversation Is Landing — National Reach Map

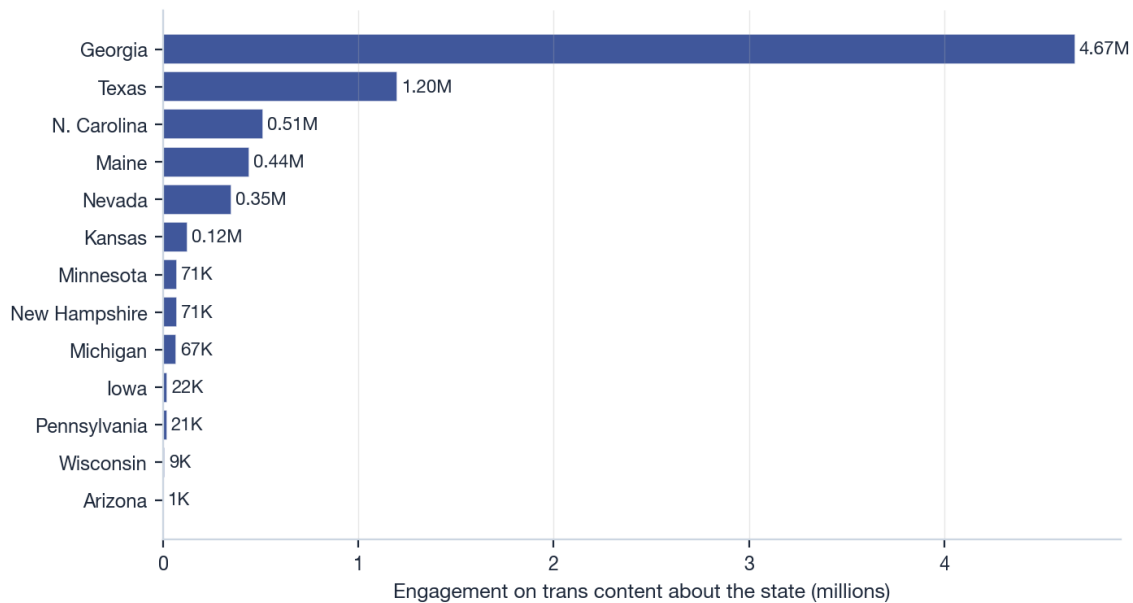
gold outline = TFA priority state | darker = more engagement on trans content about the state



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

Georgia runs far clear of the field on the arena story's dateline; Texas is electoral all the way down. The mid-tier — North Carolina, Maine, Nevada — is each a single local story the national machine picked up, which is the finding: one post can put a state on this map in a day.

Where the Fight Is Concentrated — Priority States



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

Reach concentrates where the machinery chose to aim this week: an arena, a school, a breastfeeding coalition. Concentration still means the attacks are choosing targets — and three of this week's targets were local institutions, not candidates.

Key Findings

- The league apologized, and the receipt is complete.** At the Aug 16 Dream–Fever game, arena security asked all three message-shirt wearers to cover up — the mother and daughter in XX-XY shirts and a third fan in a trans-supportive shirt alike. The WNBA said it “should not have happened” and told security it was wrong; the Dream said the team wasn't involved. The right's “double standard” framing of the incident is contradicted by the incident's own record, and that correction is the response asset.
- The spectator section is the new attack creative.** Within five days of Atlanta, organized XX-XY sections filled rows at the Dallas Fever–Wings game (422K on one post), and Texas Values ran a rally-and-poster operation around a Texas college athlete. The format is portable, venue-agnostic, self-documenting, and built on sympathetic family visuals — attack creative that buys no airtime and stars no politician.
- The stunt lane acquired legal letterhead.** Former NBA player Royce White's declaration for the 2027 WNBA draft — signed by former Rep. Matt Gaetz as counsel, citing the league's new collective-bargaining agreement — formalized the mockery-as-filing format (1.4M on the announcement post alone), and Enes Kanter Freedom promptly threatened to follow. Every institutional response now generates a fresh cycle, and the league's answer will land during the general.
- Minnesota's Senate general opened on trans terrain within days of the primary.** The matchup — Lt. Gov. Peggy Flanagan against Republican Michele Tafoya — was set on Aug 11; by week's end a clipped attack on Flanagan's gender-affirming-care answer was circulating with Tafoya's platform attached (45K), and ForAmerica creative — “Michele Tafoya will protect women and children in

Minnesota” — was already running. The lane for this general has been chosen, and it is the sports-and-care lane.

- **Arizona's paid layer now wears a newspaper's name.** The Aug 24 ad-library check found “Grand Canyon Gazette” — an advertiser page styled as a local paper — launching NRCC attack creative against JoAnna Mendoza the day of the check, while Rep. Juan Ciscomani's own rotation runs bipartisan spots. The attack copy concedes in its own text that Mendoza's “toxic” referred to legislation, not parents. Organic reach in the state: 699 engagements.
- **Administration principals delivered the attacks personally.** Defense Secretary Pete Hegseth used an anti-trans slur at an Aug 17 fundraiser for Rep. Zach Nunn of Iowa's Third District; Trump told a Myrtle Beach rally that hospitals are doing “reverse surgery... at my order” (Aug 21) — no such order exists, and the likely referent is the Texas Children's settlement. Cabinet-level voices are now the attack creative, which guarantees local coverage in any state they visit.
- **Kansas shows the counter-format that works: demonstration, not argument.** The “SB 244 compliance crew” — trans men using the women's facilities Kansas's bathroom law assigns them — went national through supportive coverage (The Advocate, NPR, KAKE), inverting the state's conversation to roughly 93K supportive against 1K hostile. It is the strongest measured counter-move in the tracking this window, and it is replicable anywhere a facilities law is on the books.

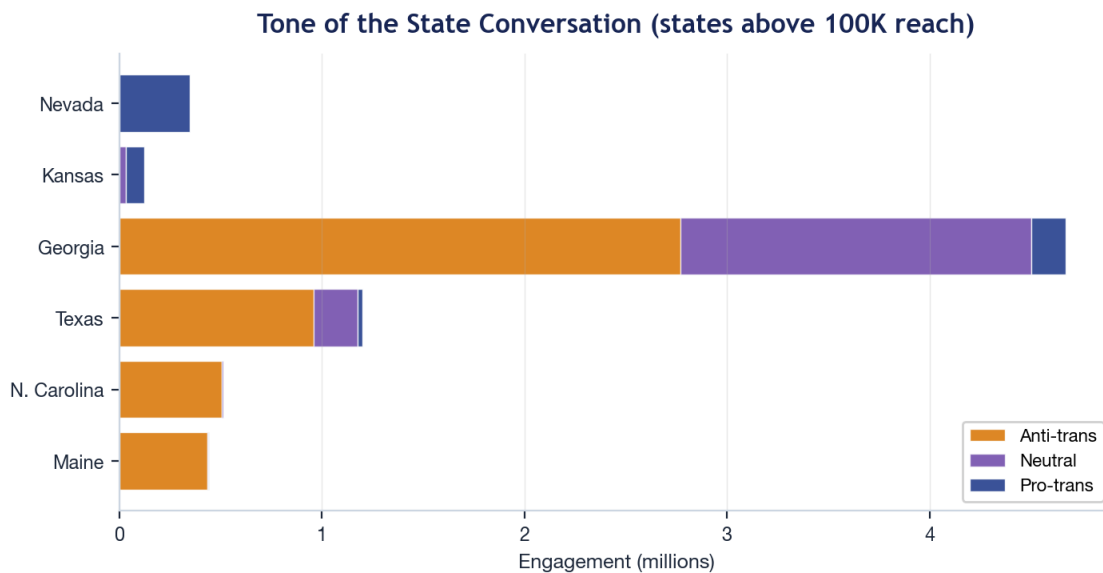
The Battleground at a Glance

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	vs last	Anti / Pro	Top messenger
Georgia	5/19/26	19	4.7M	—	2.8M / 167K	CNN
Texas	TBD	86	1.2M	—	959K / 21K	Benny Johnson
North Carolina	3/3/26	10	513K	—	505K / 852	Wall Street Apes
Maine	6/9/26	6	441K	—	435K / 5K	Libs of TikTok
Nevada	6/9/26	4	349K	—	0 / 348K	Suzie rizzio
Kansas	TBD	30	123K	—	1K / 93K	The Advocate
Minnesota	8/11/26	15	71K	—	55K / 11K	Gunther Eagleman™
N. Hampshire	9/8/26	11	71K	—	67K / 0	Wesley Yang
Michigan	8/4/26	22	67K	—	4K / 22K	Sam Robinson
Iowa	TBD	13	22K	—	16K / 4K	Zach Nunn
Pennsylvania	5/19/26	8	21K	—	0 / 21K	Josh Helfgott
Wisconsin	8/11/26	6	9K	—	0 / 7K	Jess Craven 101

Arizona	8/4/26	5	699	—	241 / 0	Peggy McClain
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Week-over-week trend arrows are suppressed in this first weekly edition — the only prior period is a 15-day window, so every arrow would reflect window length rather than movement. They resume next week, weekly against weekly.



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 coverage, so anti-trans shares are conservative — and Georgia is the clearest case this period: most of the arena reach is wire coverage of the incident (CNN's report codes anti-trans while ESPN's near-identical report codes neutral), so read the state's hostile share as attention to the attack, not attack volume. Nevada runs the other way — its column is one sympathetic viral post. Eight stance codes this window were hand-corrected where the classifier had inverted campaign content (a Senate-race attack coded as pro-trans, and similar); each correction is documented in our review notes. Read the stance chart alongside the notes, not instead of them.

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): Fox News (4.2M, 16 seed stories); CNN (1.5M, 3 seed stories); Blaire White (1.2M, 1 seed story); Eric Daugherty (1.2M, 11 seed stories); Benny Johnson (790K, 5 seed stories).

Top amplifiers (most reach on others' stories): Fox News (all accounts) (3.8M, 15 reposts); Elon Musk (541K, 1 repost); Aaron Rugar (318K, 2 reposts); TMZ (both accounts) (234K, 3 reposts); John Solomon (148K, 9 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 82% of anti-trans reach carried by accounts with a real name or seed match this period, 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.

Basis notes: the State Farm Arena cluster (ten posts) was hand-tagged to Georgia, and three single-state stories (Apex NC, the Maine coalition post, the Nevada board meeting) to their states, after the geolocation classifier missed them — the same remedy applied to the Texas AI-ad posts last period. The audience and diffusion passes ran on a window-exact frozen snapshot of the dashboard, so there is no period-overshoot caveat this edition.

Audience of...	Gender	Top age cohorts	Race (modeled)	Evidence	Conf.
Anti-trans attacks	62% male / 38% female	Millennial 29% · Gen X 27% · Boomer 21%	White 72% · Black 12% · Hispanic 8%	91%	0.54
Pro-trans content	59% male / 41% female	Millennial 33% · Gen X 27% · Gen Z 20%	White 81% · Black 7% · Hispanic 7%	39%	0.44
All state content	63% male / 37% female	Millennial 31% · Gen X 26% · Gen Z 21%	White 75% · Black 11% · Hispanic 8%	68%	0.51

The masculinization paused: anti-trans state content reached a **62%-male, millennial-led audience** this week (from 72% male and Boomer-led last period), because the reach ran through mainstream wire and sports channels covering the arena story rather than through the older partisan core. The sharper move is on the second row: **pro-trans state-tagged reach fell from 1.9M to roughly 0.2M** — there was no Whaley- or Wade-scale candidate story this week, and the pro column concentrated in the Nevada and Kansas counter-speech stories instead. Measurement note: the evidence share on the anti-trans row is very high (91%) because the reach ran through large named outlets, while mean confidence dipped to 0.54; the pro row's evidence share (39%) is weak and its reads should be treated loosely. The racial estimate remains the weakest layer.

Case Studies

Case Study 1: Georgia/Texas — The Arena as Attack Surface

What happened. At the Aug 16 Dream–Fever game at Atlanta's State Farm Arena, security asked at least three fans to cover message shirts — a mother and her 17-year-old daughter in XX-XY Athletics shirts reading “For the girls,” and a third fan in a trans-supportive shirt. The league's statement was unusually direct: it “should not have happened,” fans “should have been free” to wear the shirts, and security was

told it was wrong; the Dream said the team was not involved. Coverage ran everywhere — CNN's report alone at 1.4M, ESPN at 1.3M, Fox at 893K — and the outrage cycle (“patriot mother ejected from \$1,000 seats”) ran alongside it. Within five days the format was organized: entire sections at the Dallas Fever–Wings game in XX-XY shirts with “Protect Women's Sports” signs (422K), and Texas Values running a rally-and-poster operation with a Texas college athlete outside the arena.

Why it matters. This is attack creative with no ad buy and no politician in frame: a branded shirt, a sympathetic family, a venue's enforcement decision, and a camera. The spectator section is now portable infrastructure that travels with the league schedule — including into general-election states — and each game is a fresh chance for a security or policy misstep that becomes the story. The Royce White draft filing and Enes Kanter Freedom's follow-on threat feed the same machine from the legal side: every institutional response is a new cycle, and the league's eventual eligibility answer will land mid-general, wherever the schedule puts it.

Takeaway. The receipt is already complete and campaigns should hold it: all three shirts — both sides — were asked to cover, the league apologized, and the team wasn't involved. That is the factual answer to the “double standard” framing, from the incident's own record. Campaigns in WNBA markets should expect the shirt sections to arrive with the schedule and avoid adopting the incident as evidence of viewpoint targeting in either direction — the record shows a venue error, corrected publicly.

Case Study 2: Arizona — The Ad Page That Wears a Masthead

What happened. The weekly ad-library check (Aug 24) found Rep. Juan Ciscomani's active Meta rotation scrubbed of sports-and-bathrooms creative — his current spots run a bipartisanship ranking and constituent services, plus one public-safety attack tying Mendoza to Tucson's mayor. The girls'-sports attack resurfaced the same morning under a different name: “**Grand Canyon Gazette,**” an advertiser page styled as a local newspaper (“Paid for by Grand Canyon Gazette”), launched three ads that day — two pushing the NRCC's on-camera Prop 318 confrontation of JoAnna Mendoza over Prop 318 — the ballot measure restricting school sports and facilities by sex assigned at birth — and one praising Ciscomani's bipartisanship grade. Each ran on under \$100 of spend against a targeted audience of over a million. Notably, the attack copy concedes its own premise: it states that Mendoza's 2020 “toxic” remark “was directed at the legislation itself, not at parents” — while running the NRCC framing anyway.

Why it matters. Last period the finding was organic silence with paid escalation. This week the escalation moved off the candidate entirely: the attack now runs under a masthead that borrows local-news credibility, is deniable by every campaign entity, and costs less than a tank of gas per placement. Spend-based tracking reads it as nothing; feed monitoring reads the state as silent; only creative-level checking sees it at all. Arizona has run this escalation ladder — candidate paid, then outlet-shaped paid — one cycle ahead of every other priority race.

Takeaway. The advertiser-page check joins the weekly ad-library pull: any page named like a news outlet running candidate creative gets flagged, quiet states first. The Mendoza receipt is upgraded — the attack's own fine print now concedes the misquote — and a documented self-correcting false claim in paid creative is response material that writes itself.

Case Study 3: Minnesota — A Senate General Opens on Trans Terrain

What happened. The Aug 11 primaries set **Lt. Gov. Peggy Flanagan** against **Michele Tafoya** for the Senate seat Sen. Tina Smith is vacating — a progressive who won her primary by nearly 20 points after refusing to retreat on trans rights, against a former network sports broadcaster who built a post-broadcast brand on the women's-sports lane. The first general-election attack cycle arrived within days: a clipped “couldn't give a straight answer” hit on Flanagan over an age limit for gender-affirming care, packaged with Tafoya's platform (45K), and ForAmerica creative — “Men don't belong in women's sports. Michele Tafoya will protect women and children in Minnesota” — already in rotation. The University of Minnesota pronoun-discipline lawsuit gives the lane a live campus anchor in-state.

Why it matters. This is the first priority-state Senate general this cycle to open ON trans terrain rather than drift onto it — and the matchup guarantees the lane: sports is the Republican nominee's home field, and the care question is the chosen wedge against a nominee who just won a mandate for not retreating. Both sides' theories of the issue will be tested in the same race, in a state where the WNBA story cycle keeps returning (Target Center last period; the league's eligibility decision ahead).

Takeaway. The age-limit question will recur on camera; the tested asset is the primary result itself — a near-20-point win on a no-retreat posture. The campaign's care answer should be on the record in its own words before the clip becomes the canonical version — the Iowa lesson from last period (repositioning buys no ceasefire) argues for answering from record-defense ground, not chasing the frame.

Attack Formats to Watch

- **The organized spectator section.** Branded shirts, coordinated seating, signs, and a camera — attack creative that needs no ad buy and stars a sympathetic family instead of a politician. It travels with the league schedule, and every venue's enforcement decision is a potential story. The counter is the receipt from Atlanta: enforcement hit both sides' shirts, and the league apologized.
- **The faux-outlet ad page.** Arizona's “Grand Canyon Gazette”: an advertiser page named like a local newspaper, running candidate attack and praise creative at under \$100 a placement against million-person audiences. Deniable, cheap, and invisible to spend tracking. The tell is a “news” page whose ads all serve one race; the check is creative-level, weekly, quiet states first.
- **The filing as stunt.** The Royce White draft declaration — counsel-signed, citing the league's collective-bargaining agreement — turns mockery into a document an institution must answer, and every answer into a cycle. Enes Kanter Freedom's follow-on threat shows the format recruits. Expect copycats until the league's written answer lands; treat the filings' absurdity as the story, not their claims.
- **The principal-delivered attack.** A cabinet secretary using a slur at a House fundraiser; the president claiming surgeries happen “at my order” from a rally stage. When administration principals deliver the attack personally, local coverage is guaranteed in any state they visit, and the fact-check (no

such order exists) trails the clip by days. The response asset is the record — in Iowa's case, that a sitting SecDef chose a slur at a candidate's own event.

- **The local-institution pile-on.** A breastfeeding coalition's Instagram post, an elementary school's parent note, a school-board trustee's shirt: one post, one day, six figures of reach, no electoral hook required. Three of this week's top five state stories were this format. Any public body's social account is an entry point — worth a line in campaign trainings for allied local officials.

Looking Ahead — The Calendar

The league's eligibility answer is now a scheduled event. The White and Kanter filings force the WNBA to answer in writing, and whatever it says will land mid-general — with fresh cycles wherever the schedule puts the Atlanta Dream and the Minnesota Lynx. Campaigns in WNBA markets should assume the story returns to their state at least once before November.

New Hampshire's Sept 8 primary is the next date. State Rep. Jonah Wheeler — the Democrat whose public break with his party on trans issues made him the right's favorite Democrat this window — runs unopposed, and SB 430, the state's new parental-disclosure law requiring school staff to answer parents' written questions about their child's gender identity, takes effect with the school year inside the primary window. Expect the intra-party fight, not the general, to carry the state's coverage.

Watch for Gazette-pattern pages in other races. The faux-outlet advertiser format is too cheap not to spread. The weekly ad-library check now includes advertiser-page vetting — any news-styled page running candidate creative — with quiet states checked first, per Arizona's lesson.

October 13 still holds. The Medicaid rule takes effect mid-general and the decision moves to the states; every priority-state campaign will be asked whether their state should pick up coverage. The “may, not must” receipt should be in campaigns' hands before the date.

Strategic Recommendations

COUNTER	PIVOT AWAY	LEAN INTO
• The arena receipt (Georgia): the league's own record — security asked all three fans, including the trans-supportive shirt, to cover up, then apologized — answers the “double standard” framing with the incident's actual facts. • The Mendoza receipt, upgraded (Arizona): the new attack ad's own copy concedes she called the legislation toxic, not parents. An attack that corrects itself in its fine print is a documented vulnerability.	• Answering the stunt filings on eligibility terms — the White/Gaetz declaration is built so every institutional answer becomes a new cycle. The response lane is the filing's absurdity, briefly, and the league's process — not its claims. • On fabrication terrain (modeled prediction — see note below): empathetic-register defenses test weakest; leading with hurt cedes the frame the fabricator chose.	• The demonstration format (Kansas): the SB 244 compliance crew inverted a state's conversation — roughly 93K supportive to 1K hostile — by performing the law's consequences instead of arguing them. The strongest measured counter-move in the tracking this window, replicable wherever a facilities law is on the books. • On fabrication terrain (modeled prediction — see note below): the correction itself, told practically — who made it up, what the record shows — models strongest: “if your case is strong, you don't need to invent the evidence.”

A note on the message guidance above. The fabrication-terrain items come from the August 17 synthetic panel on the AI attack-ad narrative, fielded after last period's "Daisy" remake. No live survey calibration has been available since June, so these are **predictions from a synthetic model, not measurements**, and no substitute for live testing before ad spend or scripted use. The strongest modeled results, for the record: exposure messages built on the target's own record ("The candidate in the fake video opposes the surgery the video shows him performing...") at 76.5% overall; the no-invented-evidence message at 87.5% with Independents; practical and outrage registers tied on top (52.6%) with empathetic weakest (40.7%); and — a reversal from the Medicaid instrument — correcting the fabrication is the strongest single ingredient (+6.7). On fabrication terrain, the correction is the story. Treat every number in this paragraph as a hypothesis with a test plan attached.

The bottom line. This week's map is infrastructure, not incidents: shirt sections that travel between arenas, ad pages that wear newspaper names, stunt filings with counsel attached, and cabinet principals delivering the attacks personally. Against that, the two moves that demonstrably worked this window were both records, not arguments — the league's own apology, and a compliance crew acting a law out in public. Build the arena and Mendoza receipts, run the ad-library and advertiser-page check weekly, and treat the Kansas demonstration as the tested template for answering laws already on the books.

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; eight classifier inversions on campaign content were hand-corrected and documented this window. This is an eight-day window (Aug 16–23), computed on a frozen, integrity-verified snapshot of the dashboard taken August 24; week-over-week trend arrows are suppressed in this first weekly edition (the only prior period is a 15-day window) and resume next week.

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** guidance in Strategic Recommendations is modeled × modeled — a synthetic panel with no live survey calibration available since June — reported there as a prediction only. 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 (topic terms, framing terms, and named trans public figures). **Period:** August

16 – 23, 2026 — the first WEEKLY edition of the electoral briefing, which moves to a weekly cadence through election day at TFA's request (the narrative briefing remains biweekly). **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.

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 — a window's posts collapse into a few thousand recurring-story clusters covering roughly 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: native edges exist on ~36% of posts; clustering misses heavy paraphrase; and "originator" is the earliest post *in the dataset*, which can trail an off-platform 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), blending Census, SSA, platform, and location data. **Legal characterizations** of the Medicaid rule follow the published rule: federal funding ends, state-only coverage is permitted, a six-month taper is allowed — "may, not must." The message-guidance predictions in Strategic Recommendations come from the August 17 synthetic MaxDiff panel on the AI attack-ad narrative (23 messages), uncalibrated against live survey data since June.

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