

“Cost of Living” (RE-DONE SCRIPT) TRT :30

Backgrounder for the re-done “Cost of Living” spot. The former \$3.7B line now reads “wasting more than a hundred million more on restrictions on the 1% ... transgender”; the backup for that line is built on the NIH LGBTQ-research terminations.

Line-by-Line Backup

Ad	Backup
Audio: From gas to groceries, from electricity to health care, everything is more expensive.	General Economic Condition. <i>If asked, cite the current BLS Consumer Price Index release for the relevant month (groceries, electricity, shelter indices).</i>
Audio: And what's Dennis Cameron doing about it? Attacking our transgender neighbors / Adding to the \$220 million Republicans have spent on negative television ads about it.	Republicans Spent More Than \$220 Million On Anti-Trans And Anti-LGBTQ Television Advertising In The 2024 Cycle Republicans Spent \$222 Million On Anti-Trans And LGBTQ Advertising In The 2024 Campaign; Democrats Spent Under \$29 Million On LGBTQ Ads. [NPR (AdImpact data), 11/22/24] Republicans Spent Nearly \$215 Million On Network TV Ads Attacking Trans People — Excluding Cable And Streaming. “Republicans spent nearly \$215 million on network TV ads vilifying transgender people this election cycle, according to data released by Ad Impact. ... This figure excludes spending on cable or streaming ads, meaning the total amount Republicans have spent on anti-trans ads is likely even higher.” [Truthout (AdImpact via Washington Post), 11/5/24] <i>Wording note: the \$222M figure covers anti-trans and LGBTQ ads combined; the trans-specific, network-TV-only floor is ~\$215M. If challenged on “JUST about trans people,” fall back to “more than \$215 million.”</i>

Audio: And wasting more than a hundred million more on restrictions on the 1% of Americans who are transgender.

The Administration Pulled More Than \$125 Million In Congressionally-Approved Taxpayer Funding From LGBTQ Health Research, Driven By Its Anti-Trans Directives

The NIH Terminated More Than 270 Grants — At Least \$125 Million In Unspent Taxpayer Funds — For LGBTQ Health Research, With Cancellation Letters Citing The Executive Order Barring Federal Recognition Of Transgender People. “More than 270 grants totaling at least \$125 million of unspent funds have been eliminated.” [NBC News, “Trump administration axes more than \$125M in LGBTQ health funding”, [2025](#); STAT News, “NIH abruptly terminates DEI and transgender-related research grants”, [3/7/25](#)]

Science Documented That The Terminations Explicitly Targeted Transgender Research — Down To Studies In Mice. [Science (AAAS), “New NIH grant terminations target transgender studies — even in mice”, [2025](#)]

PRECISION FLAG — The \$125M Is LGBTQ-Broad, Not Trans-Exclusive.

The \$125M spans LGBTQ health research; no figure at the \$100M+ level is published for trans-only grants. The line's tie to “the 1% who are transgender” rests on the STATED BASIS of the cuts — NIH's own guidance singled out “transgender issues,” and the cancellation letters invoke the executive order barring recognition of transgender people. The voiced “more than a hundred million” has cushion under \$125M; if pressed for a strictly trans-only dollar figure, the fallback framing is “more than \$125 million from LGBTQ health research as part of its anti-trans agenda.”

LEGAL STATUS — Do NOT Voice “Illegal” Or “Unlawful.” [Lambda Legal, on the U.S. District Court (D. Md.) ruling blocking the NIH terminations, [8/1/25](#); NPR, on the Supreme Court staying the district-court order and letting terminations proceed, [8/22/25](#)]

District courts found the terminations unlawful (D. Md., 8/1/25 — Fifth Amendment / ACA §1557; D. Mass., 7/2/25 — arbitrary and capricious under the APA). BUT the Supreme Court stayed those orders in August 2025 and let \$783M in DEI-linked terminations proceed; the litigation is unresolved. The ad's “wasting” framing is safe — approved research money was clawed back mid-study — but any “illegal/unlawful” characterization is NOT currently supportable.

About 1% Of Americans Identify As Transgender

The Williams Institute Estimates 2.8 Million Americans — 1.0% Of People Aged 13 And Older, 0.8% Of Adults — Identify As Transgender. “Over 2.8 million adults (aged 18 and older) and youth (aged 13 to 17) identify as

Audio: He's not about you. He's about extremes. / Brian Bishop has a better idea / He'll work to lower prices for working families like us.	Opinion / candidate positives — no substantiation required.
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Prepared by Ari Drennen, Trans Freedom Alliance — 7/20/26. Sources accessed 7/20/26 unless otherwise dated.