



Beekeeper Group

AI for Public Affairs

Presentation to Public Affairs Council

July 10, 2025

Who We Are

Beekeeper Group is an award-winning agency specializing in communications, advocacy, and digital marketing for associations, corporations, and nonprofits.



Beekeeper Group

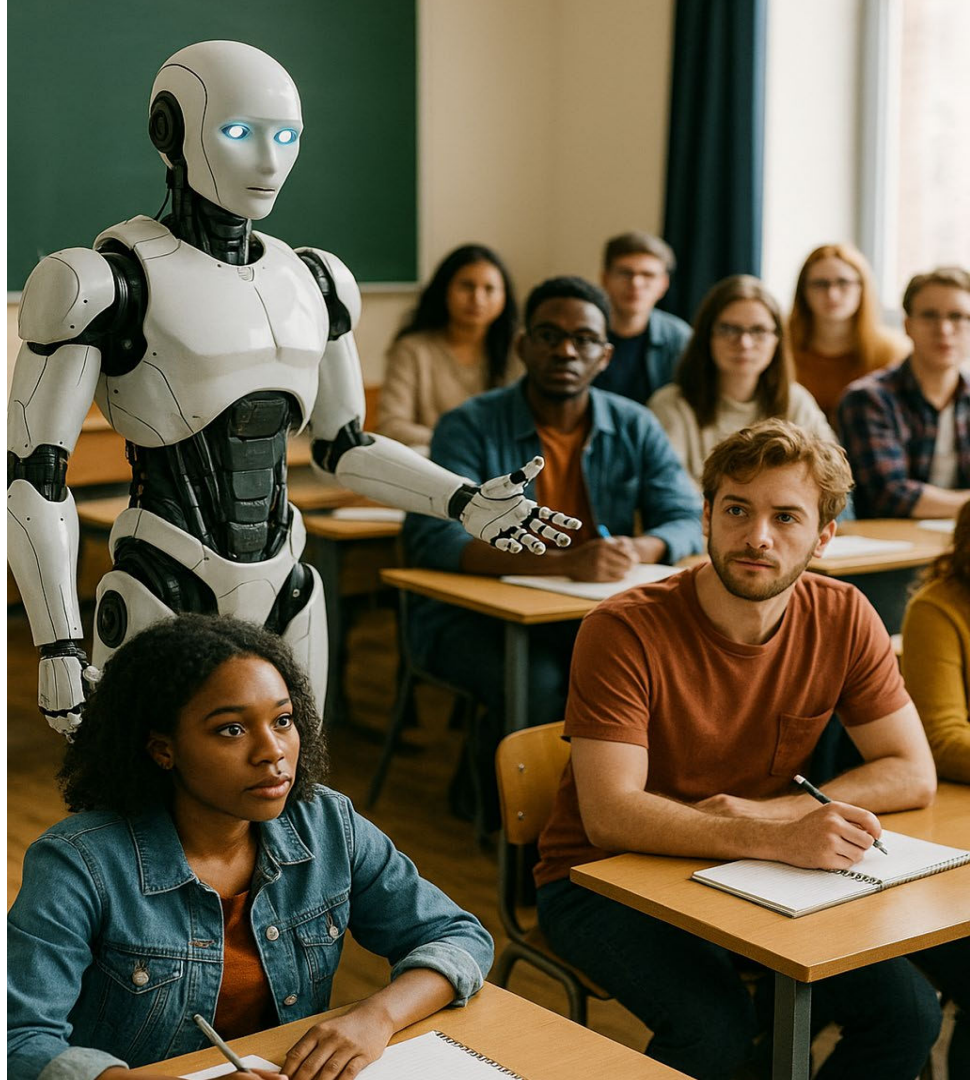
About Mike...

- Founding Partner, Beekeeper Group
- Leads embrace of new technology for advocacy purposes at Beekeeper Group
- Work has been recognized with multiple awards from institutions including Public Affairs Council, Webby Awards, and PR Week
- Three term elected official in the District of Columbia (U.S. “Shadow” Representative)
- Former shopping mall Santa 🎅



What We'll Discuss Today

- Ways to use AI for public affairs and advocacy campaigns including messaging and content development
- Look at things from the perspective of one managing an advocacy effort and how to scale efforts and do more with less
- Tools and platforms (beyond ChatGPT) to assist with your AI efforts
- Case studies and examples of uses of AI



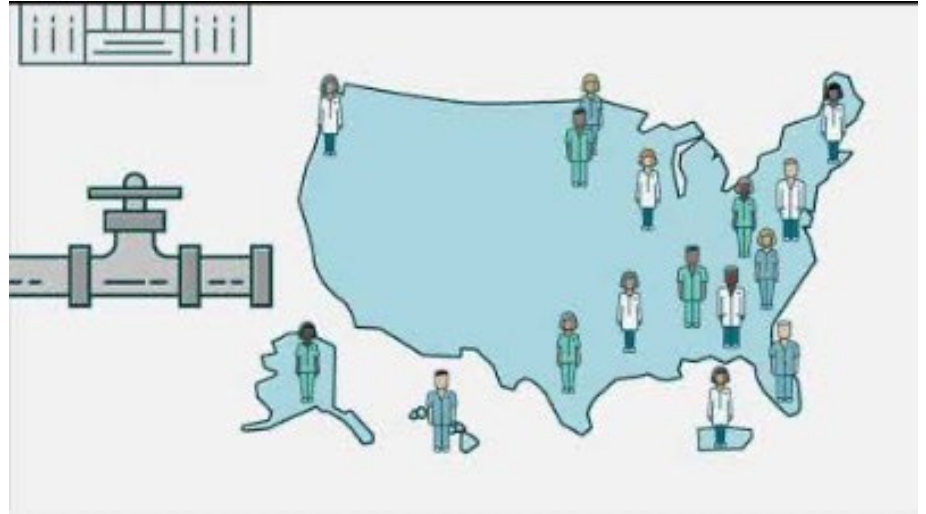
AI is going to radically
change the way we manage
advocacy campaigns.

AI Changes the *Effort to Impact* Equation

- **Written content** generation can be generated with simple text prompts
- **Graphic design and video** can be generated without specialized skill
- **Research and data analytics** will be faster and less labor-intensive
- Easier to drive **personalized messages** to both elected officials and advocates
- **Lower barriers to entry** and **less costs** to iterate different versions of materials



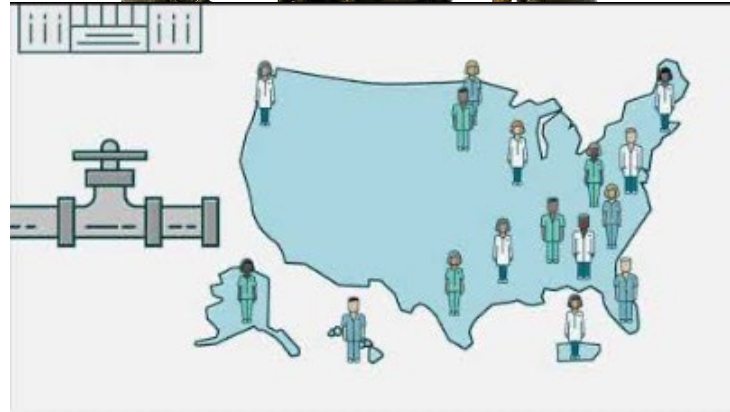
Pre-AI Example



Today AI Could:

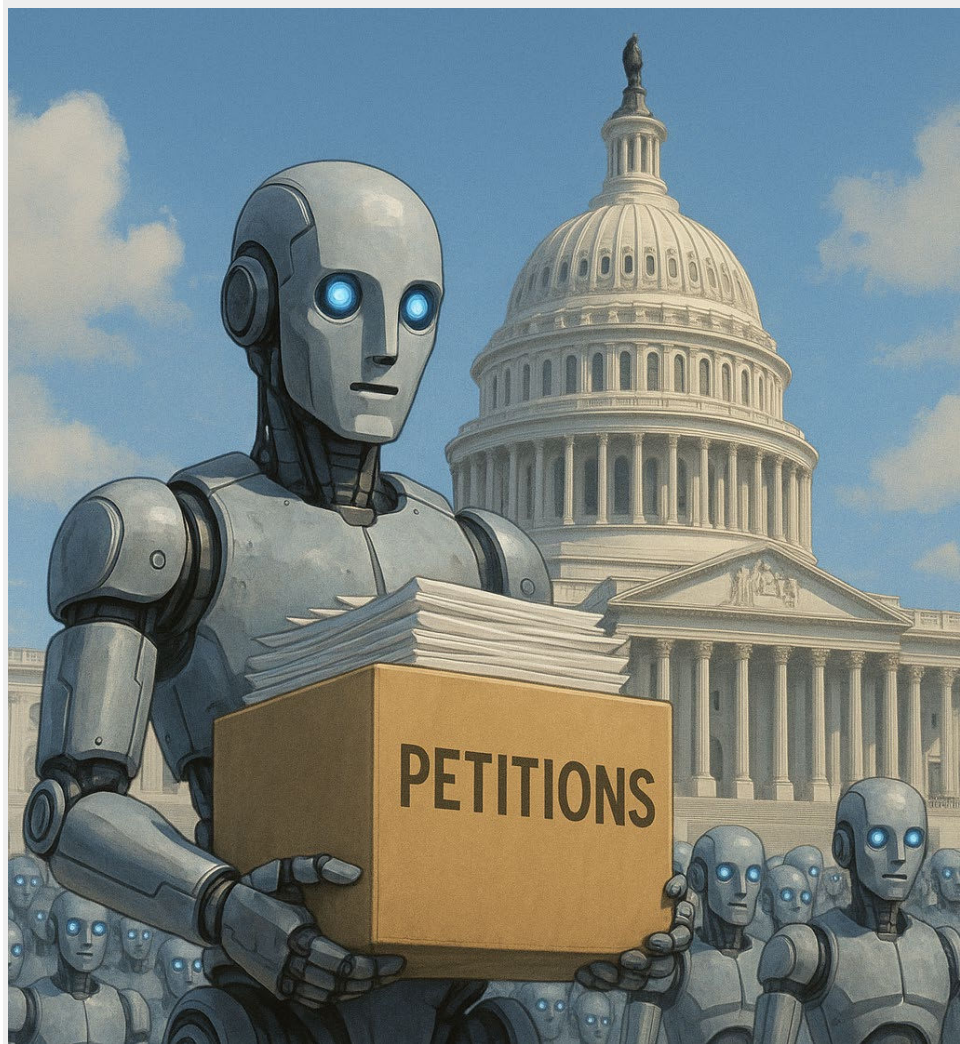
- Write the script
- Design the visuals
- Animate the graphics
- Compose the music
- Create the narration
- Develop a promotion plan

But it would need a lot of human interaction and direction...



AI Content and Legislators

- Cornell University study in 2023 sent 32,000 messages **generated by ChatGPT** to 7,000 state legislators in the U.S.
- Constituent email messages showed that legislators were only *slightly* less likely to respond to AI-generated messages (15.4%) than human-generated (17.3%)
- Lawmakers struggled to differentiate AI and human emails

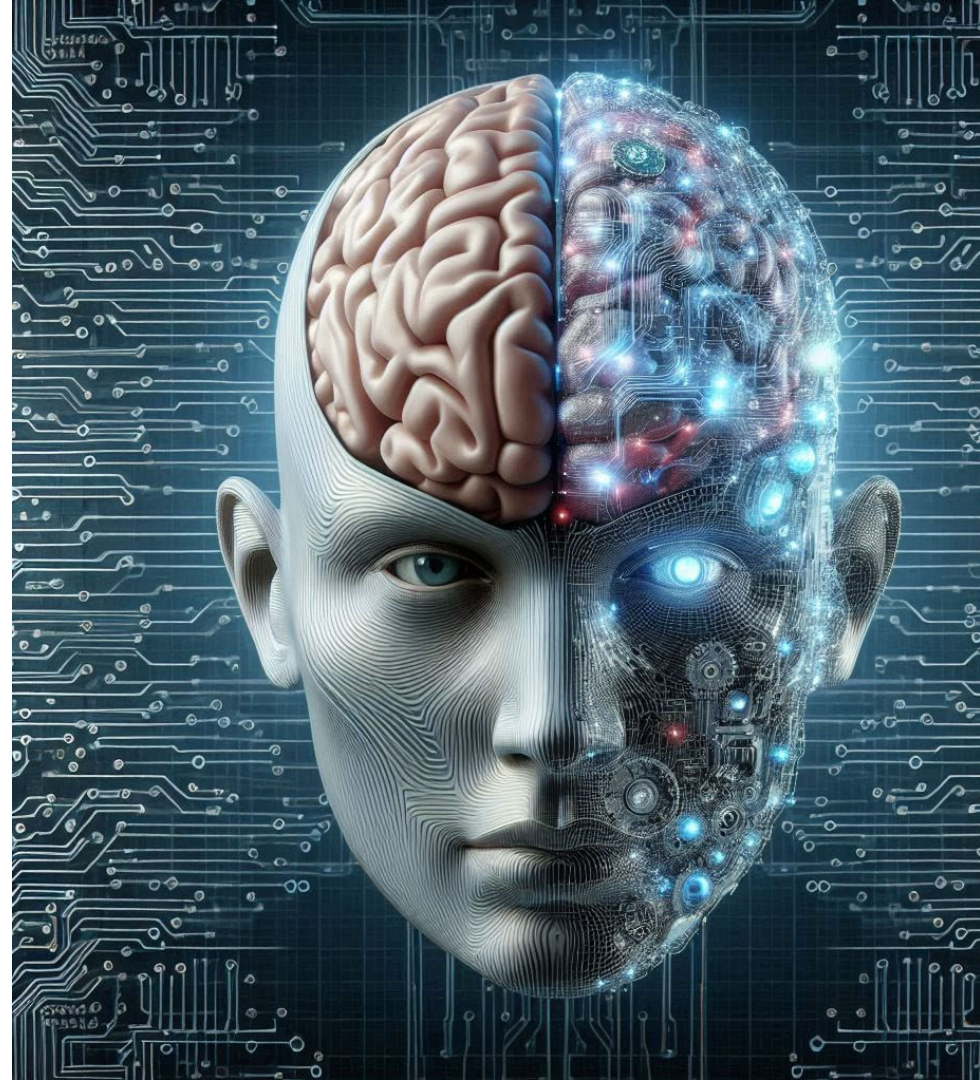


Advocacy Campaign Needs

Most modern advocacy campaigns have the following components:

- Strategy
- Message
- Audience / Stakeholder Identification
- Digital Platform / Infrastructure
- Content
- Advertising
- Call to Action

All of these can leverage AI to get things done faster, better, and cheaper than just a few years ago.



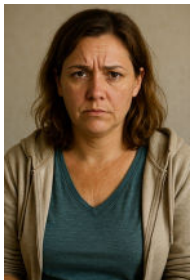
It's important to remember
that you are not your target
audience.

Message Development

- It's important for any campaign to think about **who is going to carry your message** to decision makers
- You need to think about what arguments will resonate with your stakeholder group
- The *"what's in it for me?"* factor needs to be accounted for as people are more likely to take action in their own best interests
- AI is great to use to think about audiences and develop personas of stakeholders and develop specific messaging



Message Development: Develop Personas



Prompt:

"When developing messaging for this issue, take on the perspective of a lower-middle class single mom in her 30s or 40s. She works full-time, earns just enough to stay afloat, and juggles child care, bills, and job responsibilities with little margin for error. She values safety, stability, fairness, and her children's future. She's skeptical of government promises but listens when solutions feel real and relevant. She uses social media, shops for deals, and is wary of anything that sounds elite, corporate, or out of touch.



Prompt:

"Develop messaging from the perspective of a small business owner who wears many hats—bookkeeper, marketer, manager—while working long hours to keep their business afloat. They care deeply about their employees, customers, and local reputation. They are pragmatic, time-strapped, and wary of regulations that could raise costs or add red tape. They're not anti-government but value policies that support growth, simplicity, and fairness.

Speak to their daily pain points—rising expenses, access to capital, workforce challenges—and show how this issue affects their bottom line or ability to compete. What message would make them stop, pay attention, and say, 'That's exactly what I'm dealing with'?"

Message Development: Develop Personas



Single mother
messaging on
tariffs output
on ChatGPT

Here are **key anti-tariff messages** crafted from the perspective of a lower-middle class single mom who's just trying to get by.

Core Message: "I'm Already Paying Enough."

"These new tariffs mean higher prices for everyday stuff—groceries, clothes, even school supplies. I already stretch every dollar. I don't need Washington making things more expensive."

Cost-of-Living Angle: "Tariffs = Hidden Taxes"

"They call them tariffs, but let's be real—I'm the one paying more at the store. It's just a tax with a different name, and families like mine can't afford it."

Practical Impact: "My Budget's Not Built for This"

"When prices go up because of tariffs, I don't have a cushion. That extra \$50 a month? That's groceries, gas, or my kid's medicine. We can't absorb this."

Message Development: Develop Personas



Small
business
owner
messaging on
tariffs output
on ChatGPT

Here are **key anti-tariff messages** crafted from the perspective of a hard-working small business owner. These messages speak directly to the pain points of staying afloat in a tough economy while trying to do right by employees and customers.

Core Message: “I’m Getting Squeezed from All Sides”

"These tariffs hit small businesses hardest. My costs are going up, but my customers can't absorb higher prices. I'm stuck in the middle—again."

Bottom-Line Impact: “Margins Were Already Tight”

"With inflation, supply chain issues, and labor shortages, I'm already operating on razor-thin margins. Add tariffs to the mix, and something has to give—jobs, hours, or inventory."

Competitive Fairness: “We Can’t Compete Like This”

"Big corporations can absorb tariffs or pass the cost down the chain. I don't have those options. These policies favor the giants and crush the rest of us."

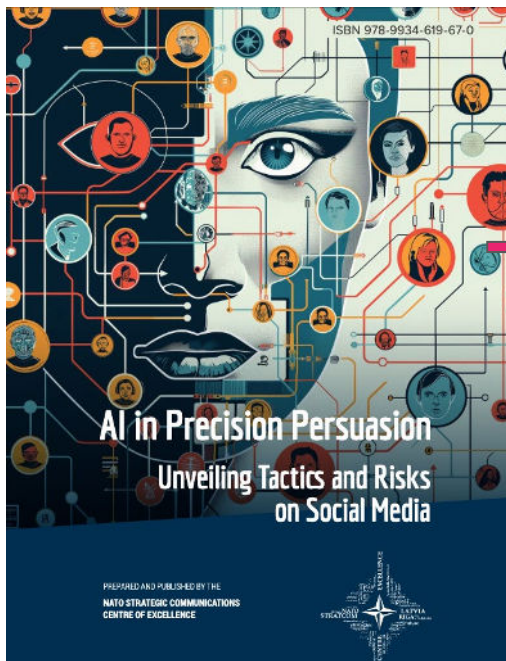
Message Development

Objective(s)				
Key message (general big picture, for media & comms)				
Stakeholder audience				
Supporting Arguments				
Key ask(s)				
Stories & proof points				

[Source: Open Contracting Partnership](#)



Message Development



Prompt: Can you create a message matrix similar using the model uploaded using this NATO report? Identify three stakeholder audiences based your analysis of the report

Objective(s)			
Raise awareness and promote responsible use of AI in digital political persuasion to protect democratic integrity, individual autonomy, and public trust.			
Key message (general big picture, for media & comms)			
AI is reshaping persuasion—micro-targeting citizens, manipulating narratives, and amplifying disinformation. We must act now to ensure ethical, transparent, and accountable use of these technologies in political life.			
	Everyday Voters	Election Officials & Policymakers	Tech Platforms & Developers
Stakeholder audience	Digital media consumers concerned about manipulation and misinformation	Those responsible for securing elections and regulating AI's political use	Firms creating and distributing AI tools used in political campaigns
Supporting Arguments	<ul style="list-style-type: none"> AI-generated messages can be highly persuasive—even with limited data Many AI-generated posts evade detection Disinformation is harder to spot, especially in short content 	<ul style="list-style-type: none"> Tools to detect AI-generated content are inconsistent Disinformation can undermine trust in democratic processes Existing regulatory frameworks lag behind technological advances 	<ul style="list-style-type: none"> Open-source models can be weaponized for disinformation Lack of safeguards compared to commercial AI tools Developers have a role in setting ethical standards and guardrails
Key ask(s)	Be vigilant. Question what you see online and demand transparency from political campaigns and tech companies.	Advance legislation and invest in infrastructure to detect and respond to AI-driven disinformation in real time.	Design and deploy AI tools with transparency, content watermarking, and limits on misuse baked in.
Stories & proof points	<ul style="list-style-type: none"> Short AI posts under 25 words routinely evade detection AI-generated TikTok content has promoted disinfo campaigns like "Ukraine pesticide" 	<ul style="list-style-type: none"> Election integrity groups report surges in coordinated AI disinformation 37 MEPs demanded answers on surveillance and manipulation 	<ul style="list-style-type: none"> Open-source models replicate malicious prompts that commercial models block Experts warn of disinformation "at scale" without safeguards

Opposition Messaging

◆ Argument 1: "Tariffs protect American jobs."

What they mean:

Tariffs make foreign goods more expensive, supposedly encouraging people to buy American-made products, boosting domestic manufacturing and employment.

Counterpoints & Facts:

- **Tariffs often backfire:** They increase costs for U.S. manufacturers who rely on imported parts and materials (e.g., steel, semiconductors).
- **Job losses outweigh gains:** After 2018 tariffs, U.S. manufacturing jobs **increased slightly in targeted sectors**, but **more jobs were lost in industries that depend on imports** or suffered from retaliatory tariffs (e.g., farming, retail).
- **Consumers pay the price:** Tariffs act like a sales tax on imports, raising prices across the board, which cuts into consumer spending and hurts the broader economy.

Counter-message:

"Tariffs are supposed to save jobs—but they end up costing more than they create. Higher costs mean fewer hours, lost contracts, and smaller paychecks for everyone else."



Would you like these formatted into a slide or handout, or paired with visuals or talking points for specific audiences like voters, policymakers, or business owners?



Can you give me some of the arguments others are making in favor of tariffs and some facts and messaging to refute them?

◆ Argument 2: "We need to reduce reliance on foreign countries like China."

What they mean:

Tariffs are a tool to "decouple" economically from geopolitical rivals and strengthen U.S. independence.

Counterpoints & Facts:

- **No clear reshoring:** Tariffs have not significantly accelerated the return of supply chains to the U.S. Instead, many companies shifted to other countries (e.g., Vietnam, Mexico), **not home**.
- **Global supply chains are complex:** Punitive tariffs hurt U.S. businesses that depend on global inputs, even when final products are American-made.
- **Better alternatives exist:** Smart incentives for domestic production (like CHIPS Act subsidies) and trade diplomacy are more effective than blunt-force tariffs.

Counter-message:

"We need smarter policies, not hidden taxes. Tariffs hurt families now, without solving the real supply chain issues."

Content Creation

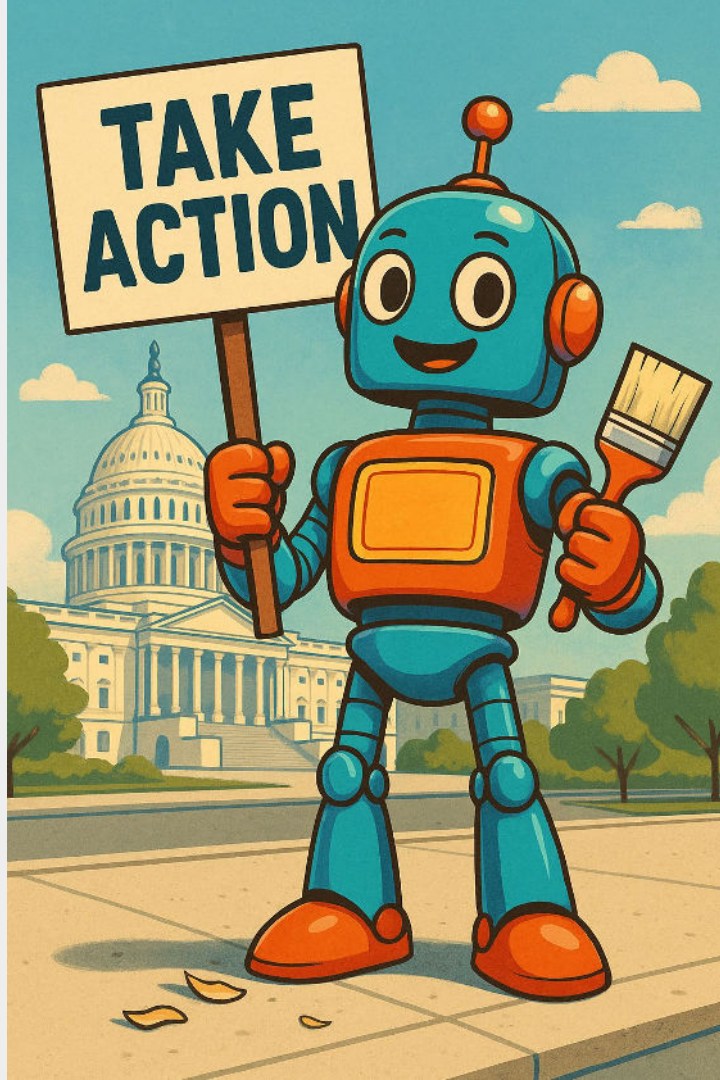
- The production of content to execute upon the strategy and messaging is one of the most labor and cost intensive components of an advocacy campaign. AI can be use to produce

- Strategy Memos
- Email Messages
- Social Media Posts and Graphics
- Infographics
- Website Content
- Letters to Decision Makers
- Videos and Animations



Calls to Action

- Personalized calls to action can be produced at scale with AI
- People can be driven to act based on emotional appeals based on known information in a database (location, issues)
- Letters to legislators can be tailored based on previous votes, language used in public communications, and key state or district information related to the issue
- Previously this was too time consuming to do for most organizations



Looking at the press releases on this site, what are the terms US Senator Chris Murphy uses most frequently? What do you suggest using in letters to his office advocating for issues?

<https://www.murphy.senate.gov/>

Frequent Terms & Themes

1. Economic fairness & protection

- “Health care” and “tax cuts for billionaires/corporations” — used repeatedly to highlight impact on working families [murphy.senate.gov](https://www.murphy.senate.gov/) +5 .
- Words like “wealth transfer”, “middle class”, “poor and middle class” emphasize economic justice .

2. Accountability & corruption

- Strong descriptors: “corruption”, “moral abomination”, “lawless”, especially tied to the Trump administration [murphy.senate.gov](https://www.murphy.senate.gov/) +2 .

3. Security & democracy

- Phrases like “national security”, “democracy”, “regional war”, “foreign policy not for sale”, “our democracy” appear in statements on foreign affairs and governance .

4. Stories & constituents

- Murphy emphasizes “share-your-story”, “families”, “nurses”, “patients”, “local communities”, showing a preference for personal narratives .

Effective Language for Engaging His Office

Craft your letters using terms he prioritizes to resonate with his values and voice:

Core Theme	Suggested Terms in Your Letter
Fairness for families	“Working and middle-class families,” “protect affordable health care,” “tax fairness,” “opportunity for all”
Accountability & transparency	“Hold leadership accountable,” “stop corruption,” “defend democratic principles,” “ensure government transparency”
Security & democratic integrity	“Protect our democracy,” “national security,” “responsible foreign policy,” “ethics in governance”
Community stories	“Across our community,” “voices of nurses, students, parents,” “real-life impact,” “share your story”

Sample Language for Your Letter

Subject: “Please stand with working families, not corporate tax giveaways”

“Senator Murphy, I urge you to continue your leadership protecting working- and middle-class families from hidden costs that shift the tax burden onto them while billionaires and corporations benefit unfairly. As you’ve said, ‘nobody is asking for 16 million people to lose their health care just so rich families can get a tax break.’ This fight is about economic fairness, accountability, and defending democracy. Please support legislation that holds powerful interests accountable, protects affordable health care, and ensures transparency for Connecticut families like mine.”



Calls to Action

Can you do the same for Senator Tommy Tuberville of Alabama?

🔍 Key Terms & Themes in Tuberville's Messaging

1. "Unelected bureaucrats" / "woke, Radical Left"

- Critiques power and political elites, especially "unelected" figures like the Senate Parliamentarian

[tuberville.senate.gov +11](#)

2. Term limits / accountability

- Emphasizes imposing term limits as a check on entrenched authority (e.g., Senate Parliamentarian, government officials)

[marshall.senate.gov +1](#)

3. Protecting "77 million Americans who voted for President Trump"

- Casts policy stances as defending Trump voters and their agenda

[tuberville.senate.gov +6](#)

4. National security and foreign adversaries

- Uses rhetoric around safeguarding Alabama ("4th-highest foreign-owned land") from threats posed by China, Russia, etc.

[usda.gov](#)

✅ Takeaways

- Use his preferred **"unelected/bureaucrat"** framing to underscore accountability.
- Emphasize **term limits** as a tool against entrenched power.
- Invoke **"protecting the will of Trump voters/Alabamians"** to align with his narrative.
- **National security and foreign influence** resonate, especially on local/rural issues.

🧩 What to Highlight When Writing to His Office

To resonate with Senator Tuberville's style and priorities, structure your letters with these themes:

Theme	Suggested Language
Accountability	"I appreciate your focus on limiting unchecked government power and enforcing term limits on unelected officials."
"America First" security	"As a fellow Alabamian, I'm concerned about protecting our state and nation from foreign influence and ensuring our communities stay secure."
Defending the will of voters	"You stand up for the 77 million Americans who want their voices heard—thank you for respecting voters over bureaucrats."

✍️ Sample Letter Snippet

Subject: "Thank you for standing up against unelected bureaucrats"

"Senator Tuberville, you've rightly criticized the power of 'unelected bureaucrats' and called out 'woke, Radical Left' influences. Like you, I believe we must hold officials accountable and protect the voices of the 77 million Americans who voted in 2020. Please apply the same principle to [issue you care about]—ensuring no institution or program operates without oversight or accountability."



Calls to Action

Here are **five customizable constituent letters** opposing tariffs, each written from a different perspective. You can insert your membership data using the placeholder fields provided in `{{double curly braces}}`.



What's the best prompt to get you to create a series of letters arguing against tariffs that will be going to the US Congressional offices by constituents that can customized further based on our membership records against tariffs?

Letter 1: Small Business Owner

Subject: Tariffs Are Crippling My Small Business

Dear {{Congressional_Rep_Name}},

My name is {{Name}}, and I run a small {{BusinessType}} in {{City}}, serving our local community every day. I'm writing to urge you to oppose new tariffs that would only make it harder for businesses like mine to survive.

We already face razor-thin margins, and with rising supply costs, I've had to make tough choices—from cutting back inventory to delaying hires. Tariffs act like a hidden tax on small businesses, especially when we can't absorb those costs or pass them on to loyal customers.

I hope you'll stand with small business owners across {{District}} and vote against any new tariffs that raise our costs and hurt local economies.

Sincerely,
{{Name}}
{{City}}, {{State}}

Letter 2: Working Parent

Subject: Tariffs Are Raising My Family's Everyday Costs

Dear {{Congressional_Rep_Name}},

As a working parent in {{City}}, I'm doing everything I can to keep up—juggling a full-time job, raising kids, and managing a tight budget. But lately, everything feels more expensive, and tariffs are part of the reason why.

From groceries to school supplies, I've noticed the prices creeping up. I may not follow every policy debate in Washington, but I do see how these decisions hit our household. Tariffs aren't just abstract trade tools—they're real burdens on families like mine.

Please fight for families, not more hidden taxes. Oppose any new tariffs that make it harder for us to stay afloat.

Sincerely,
{{Name}}
{{City}}, {{State}}



Advertising Plans

- Many advocacy campaigns drive actions via targeted online ads
- Creating the content, strategy, placement, and optimizing the spend is time consuming and costly
- AI can automate much of this work by creating content, the placement strategy, and analyzing
- Ask the AI tool to create a plan based on your budget, timeline, and objectives. Keep refining and asking for what's needed.

Facebook and Instagram owner Meta to enable AI ad creation by end of next year

Move sends shock waves through traditional media industry by posing threat to advertising agencies

● [Business live - latest updates](#)



ai atlas > Tech > Services & Software > AI

You May See an AI Version of Yourself as an Instagram Post: Here's How to Turn It Off

Some people are seeing AI-generated images of themselves as private posts on the platform.



Advertising Plans

🔴 Advocacy Campaign Digital Ad Plan: "Stop the Hidden Tax"

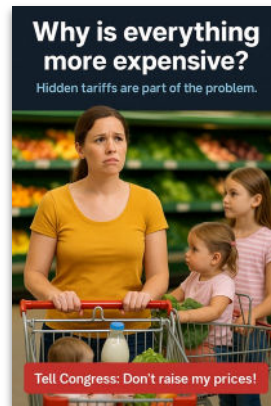
🎯 Goal

- Raise public awareness that tariffs are effectively a **hidden tax on consumers and small businesses**.
- Mobilize pressure on lawmakers to oppose or roll back harmful new tariff policies.
- Build a coalition of impacted voices (single moms, small business owners, etc.)

🎯 Target Audiences

Segment	Characteristics
Lower-middle income families	Budget-conscious, feeling economic pressure
Small business owners	Service or retail sector, thin margins
Voters in key congressional districts	Moderate, persuadable, impacted by rising prices

Use **geographic targeting** for swing states or members of Congress in tight districts.

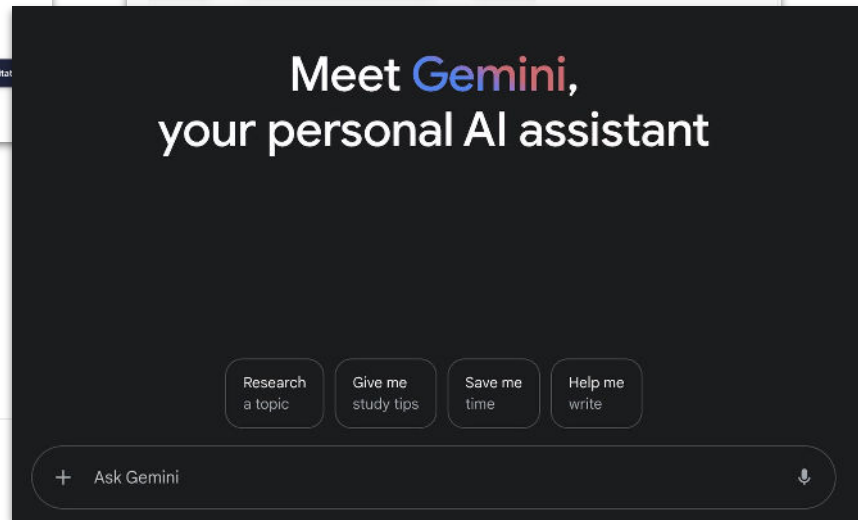
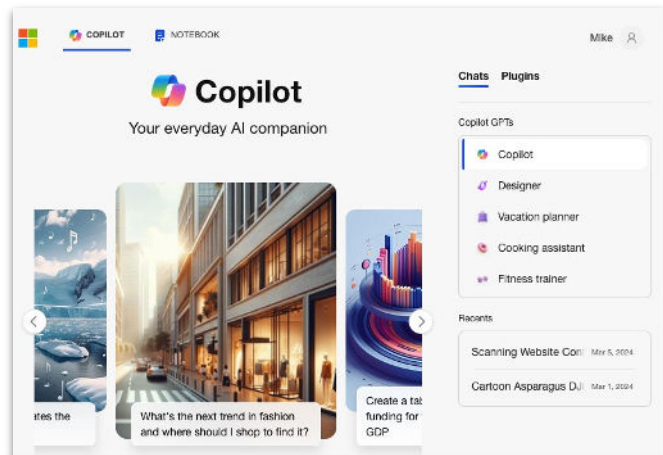
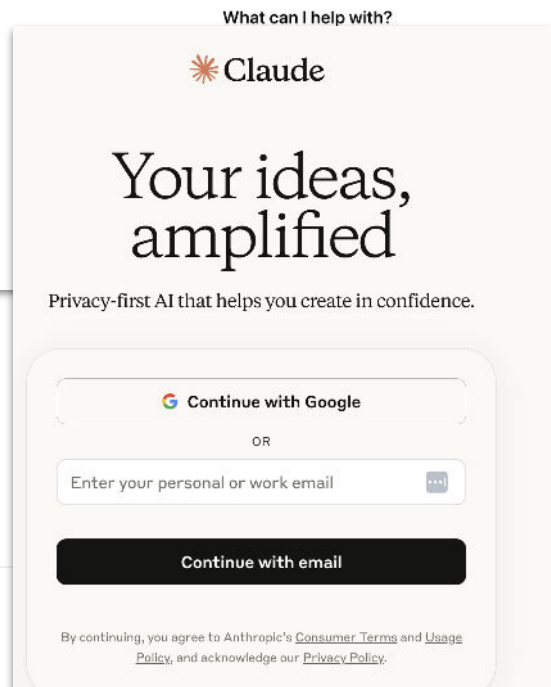
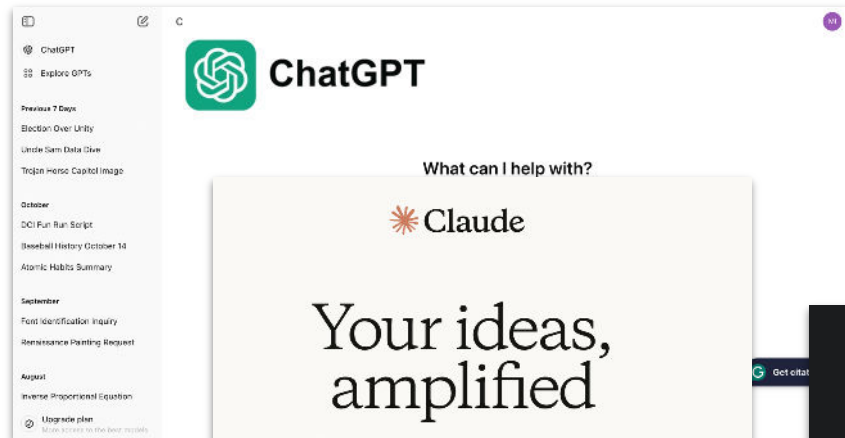


A	B	C	D	E	F	G	H	I
Audience Name	Description	Location	Gender	Age Range	Interests	Behavior	Dollar Amount	Rationale
Working Moms - Budget Concerns	Women 28-45, interested in parenting, budgeting, Walmart, Target, Aldi	AZ, GA, PA, MI, WI	Female	28-45	Parenting, Budgeting, Coupons, Walmart, Target, Aldi	Online shoppers, engaged shoppers	\$7,500	Emotionally resonant audience. High persuasion potential & daily platform use.
Small Business Owners	Men & women 30-60, business owners or interested in small biz tools	National	All	30-60	Small business, Shopify, QuickBooks, Etsy, Entrepreneurs	Admin of FB business pages, Business purchase behavior	\$6,250	Strong economic message fit. Decision-makers who share widely if engaged.
Concerned About Inflation	Adults 30-65 concerned about cost of living & inflation	National	All	30-65	Inflation, News, Financial literacy, Family finance, Groceries	Engaged with political content	\$5,000	Broad middle-income audience with wide reach. Relevant cost-of-living message.
Civic-Minded Voters	Users who interacted with past petitions or advocacy campaigns	National	All	25-65	Civic engagement, Online activism	Lookalikes from previous petition signers, Highly engaged	\$3,750	Warm leads & high CTR. Retargeting past site visitors or petition signers.
Right-Leaning Economic Voters	Conservative-leaning users concerned about government overreach and taxes	Swing states + South	All	30-65	Fox News, Daily Wire, Inflation, Conservative values	Engaged with conservative content	\$2,500	Persuadable segment in key swing regions. Focus on "government overreach" frame.

Useful AI Tools For Advocacy



The Workhorses



Google LM

The screenshot displays the Google LM interface for the document "The True Impact of Interchange Regulation". The interface is divided into three main sections: Sources, Chat, and Studio.

Sources: This section on the left lists the document "The True Impact of Interchange Regulation" as a source. A thumbnail of the document cover is shown, featuring the title "The True Impact of Interchange Regulation: How Government Price Controls Increase Consumer Costs and Reduce Security" and an image of a hand holding a debit card with money falling out.

Chat: The central chat area shows a user's query: "What are some social media graphics that would work to convey those messages?". The AI response provides context and suggests graphic ideas. It mentions that initial debit card regulations led to increased costs and reduced access to basic banking services for consumers, especially those with lower incomes. It then presents "Graphic Idea 1: 'The Disappearing Free Checking Account'", which includes a visual suggestion: "A timeline or two prominent bar graphs. One showing a healthy number of 'Free Checking Accounts' (green bar with '60%') and the other showing a dramatic drop (red bar with '20%')". A blue button labeled "Jump to bottom" is visible over the response. Below the chat, a text input field says "Start typing..." and a "1 source" indicator is present. Suggested prompts include "Who wrote this report?", "What is Durbin 1.0?", and "What is single-message network?".

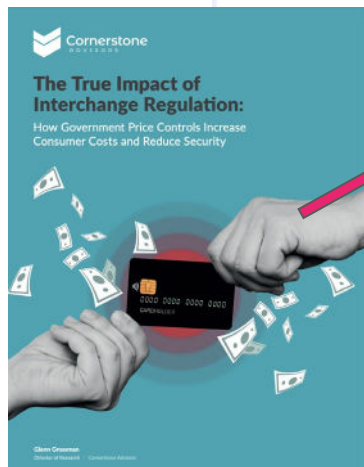
Studio: The right-hand section contains an "Audio Overview" for the document, with a play button and a progress bar showing 00:00 / 17:53. Below this, there are "Notes" and a list of document sections: "Study guide", "Briefing doc", "FAQ", and "Timeline". The "Interchange Regulation: Impact and Future..." section is highlighted.

At the bottom of the interface, a disclaimer states: "NotebookLM can be inaccurate; please double check its responses."

AUTO GENERATED PODCAST!



Google LM



The True Impact of Interchange Regulation

Sources

+ Add Discover

Select all sources ☒

True-Impact-of-Interchange-Regulati... ☒

Chat

Refresh

What are some social media graphics that would work to convey those messages?

Drawing on our conversation history and the provided sources, here are some social media graphic ideas that would effectively convey the key messages to poorer consumers, highlighting the unintended negative consequences of past and proposed payment regulations:

Message 1: Durbin 1.0 Made Banking More Expensive and Less Accessible for You

These graphics aim to illustrate how the initial debit card regulations, despite their stated intent, led to increased costs and reduced access to basic banking services for consumers, especially those with lower incomes.

• **Graphic Idea 1: "The Disappearing Free Checking Account"**

- **Visual:** A timeline or two prominent bar graphs. One showing a healthy number of "Free Checking Accounts" (e.g., 60%) and the other showing a dramatic drop (e.g., 20%).

Jump to bottom

Start typing... 1 source

Who wrote this report? What is Durbin 1.0? What is single-message network?

Analytics Share Settings PRO

Studio

Audio Overview

Create an Audio Overview in more languages! [Learn more](#)

The True Impact of Interch...

00:00 / 17:53

Interactive mode **BETA**

Notes

+ Add note

Study guide Briefing doc

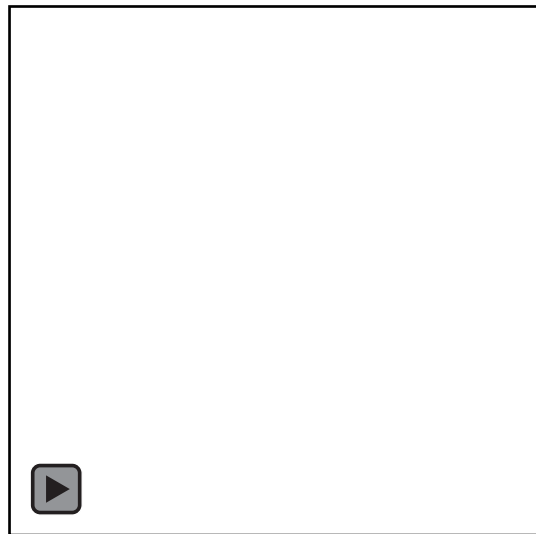
FAQ Timeline

Interchange Regulation: Impact and Future...
The Impact of Interchange Regulation: A Comprehensive Study Guide I. Quiz...

NotebookLM can be inaccurate; please double check its responses.

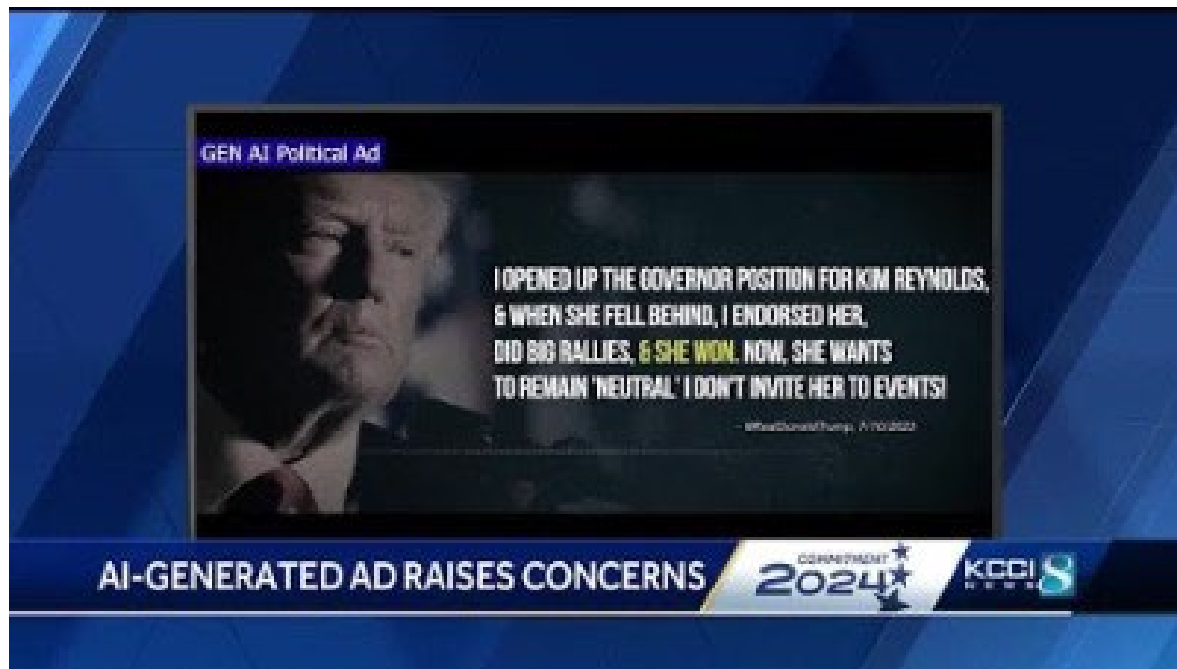
Eleven Labs

- Text-to-speech, speech-to-text, voice cloning, lip syncing translations, and conversational AI tool
- Perfect for audio content such as voice overs, automated phone calls, voice memos
- Voice cloning has many legit uses think approved voice clones of organization leadership or key activists for outbound calls
- Can be used nefariously by bad actors



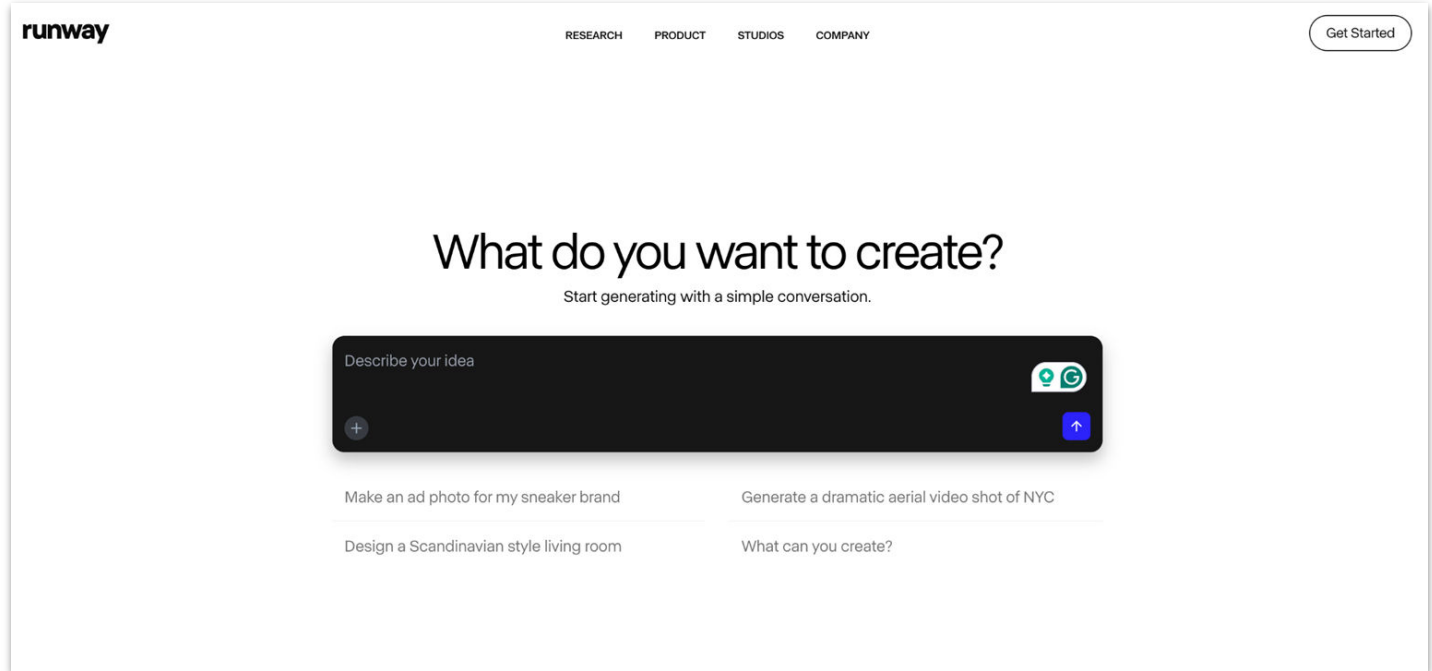
AI Generated voice Over

Voice Cloning



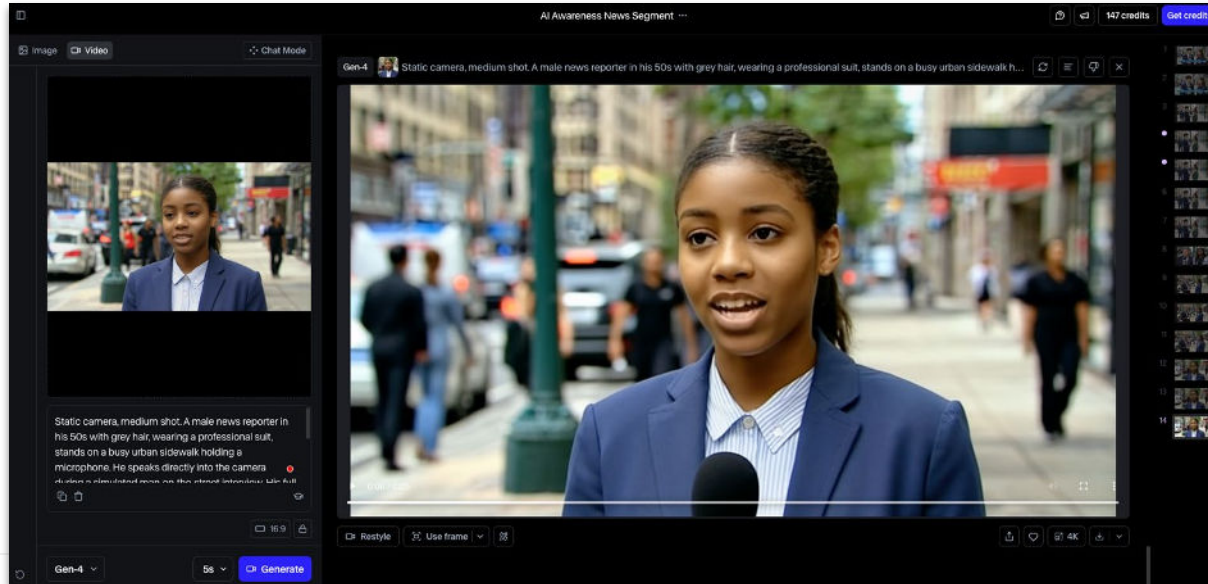
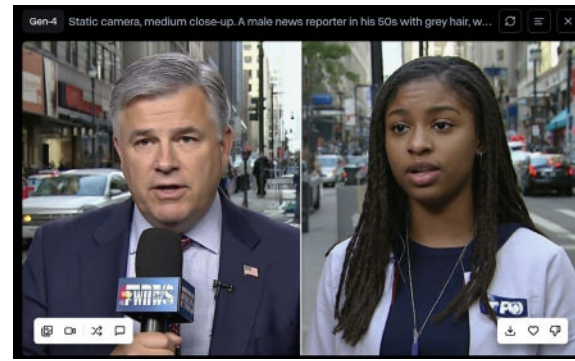
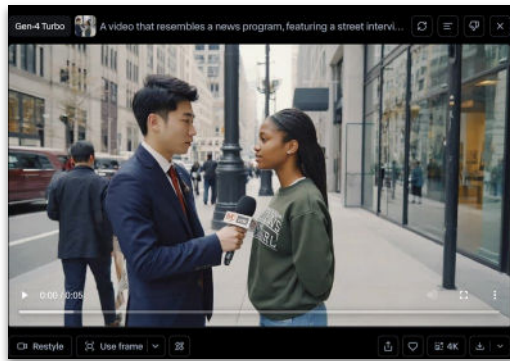
Runway

Tool for creating animations and realistic AI videos with reference photos for consistency.



Runway

Prompts can generate images or videos based upon descriptions



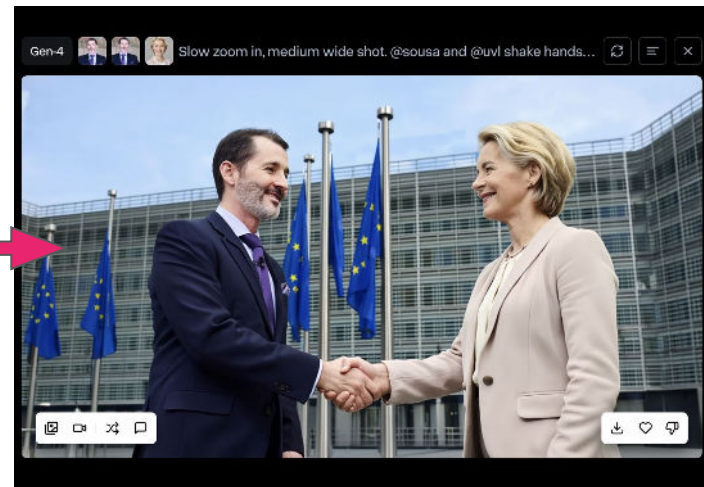
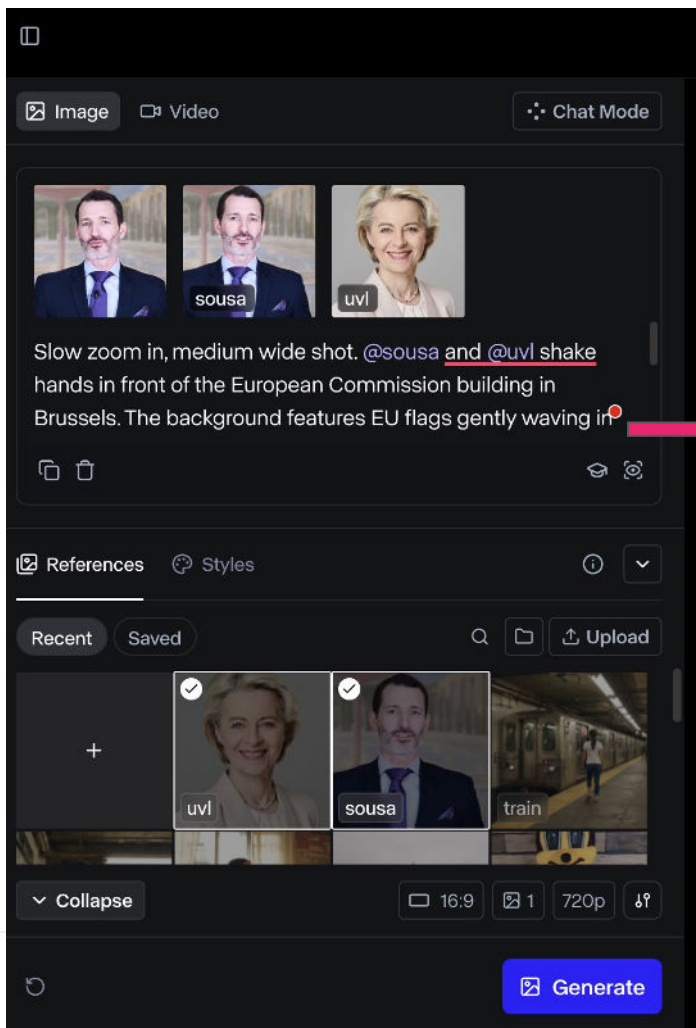
Runway

Prompt: Static camera, medium shot. A male news reporter in his 50s with grey hair, wearing a professional suit, stands on a busy urban sidewalk holding a microphone. Next to him is a young African-American female college student. They take turns speaking during a simulated man-on-the-street interview, with only one person talking at a time. When each person speaks, they turn slightly to face the camera directly, showing their full face for clear visibility. The background features soft-focus city traffic, pedestrians, and storefronts. Daylight, natural ambient sound, realistic lighting. Professional news segment aesthetic, stable composition.



Runway

Photos or videos of real people can be used to generate images and videos with AI

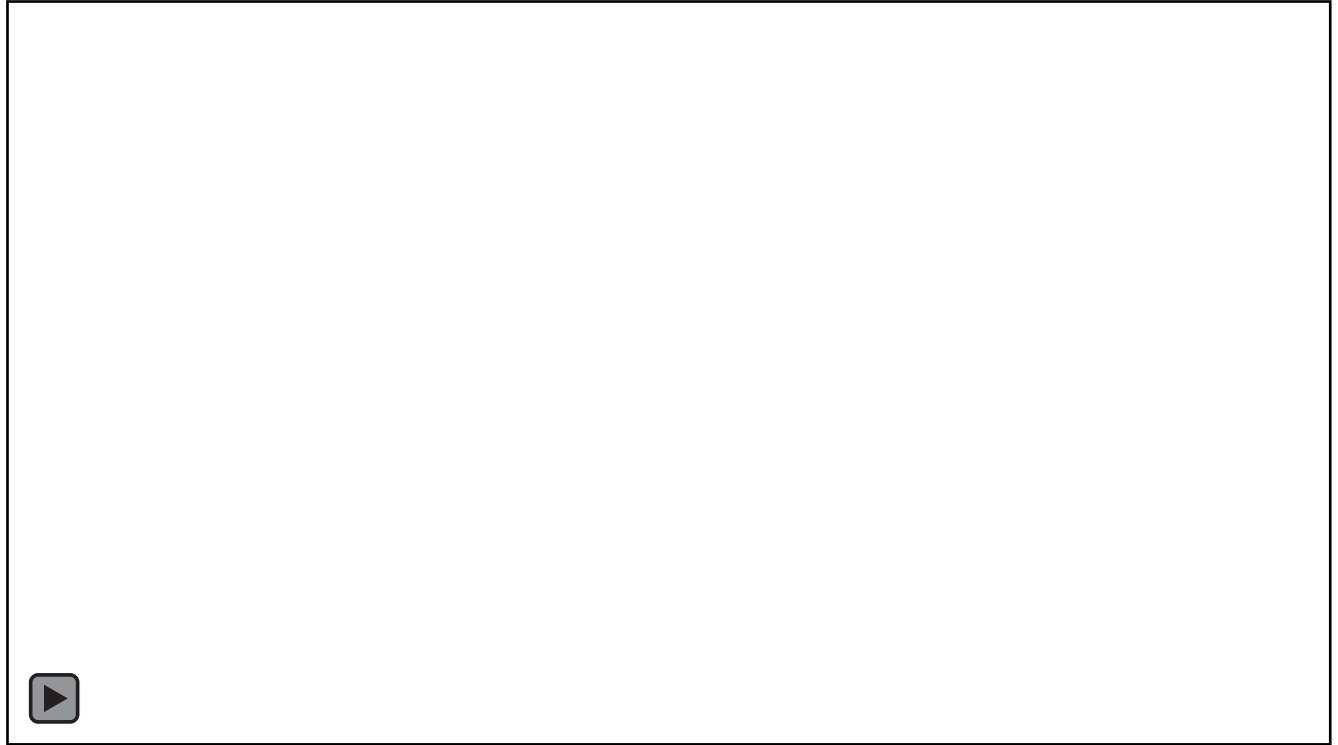


Runway



Runway

AI voice or
uploaded audio
can be used to
make AI video
characters
speak.



Runway

Great video by Wall Street Journal that dives into how Runway and other tools were used to make a short film.

([YouTube link](#))



Other Tools

- [MidJourney](#) – Great for Images
- [Envato](#) – Toolbox of AI and images
- [Sora](#) – OpenAI's video generator
- [Veo3](#) – Google's video generator
- [Claude](#) – Appeals to those who value privacy
- [HeyGen](#) – Created online AI avatars



Some Advice

- Pay for a service or two –the paid versions perform so much better and you have access better AI models
- Some tools are better for text and some are better for images –ask one for help with another one.
- Find ways to incorporate AI into work flows –especially where there is a bottleneck of routine tasks related to advocacy work
- Keep experimenting

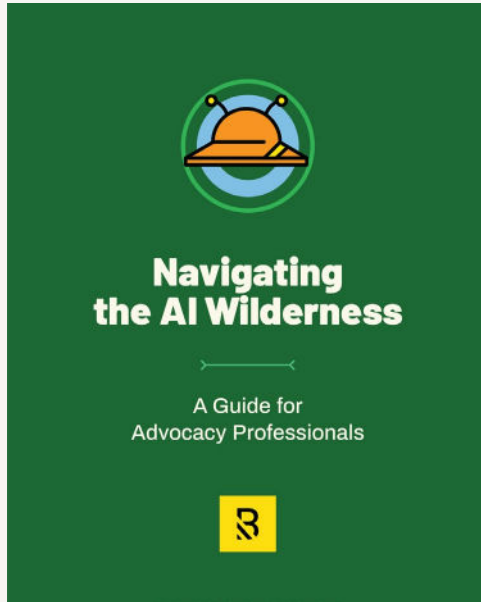


Final Thoughts

- Moving away from the “social media” driven content to to algorithmic-generated and hyper-personalized feeds
- AI tools will unleash a flood of content in the political and issue advocacy space
- Elected officials and public will be overwhelmed with advocacy communications and will soon not be able to keep up or know what is authentic - civic education to understand what is real and what is fake will be necessary



Navigating the AI Wilderness White Paper



Available for download here:

<https://www.beekeepergroup.com/navigating-the-ai-wilderness/>