



Beekeeper Group

AI for Public Affairs

Presentation to Public Affairs Council
October 16, 2025

Who We Are

Beekeeper Group is a Washington-based award-winning agency specializing in communications, advocacy, and digital marketing for membership associations, corporations, and non-governmental organizations.



Beekeeper Group

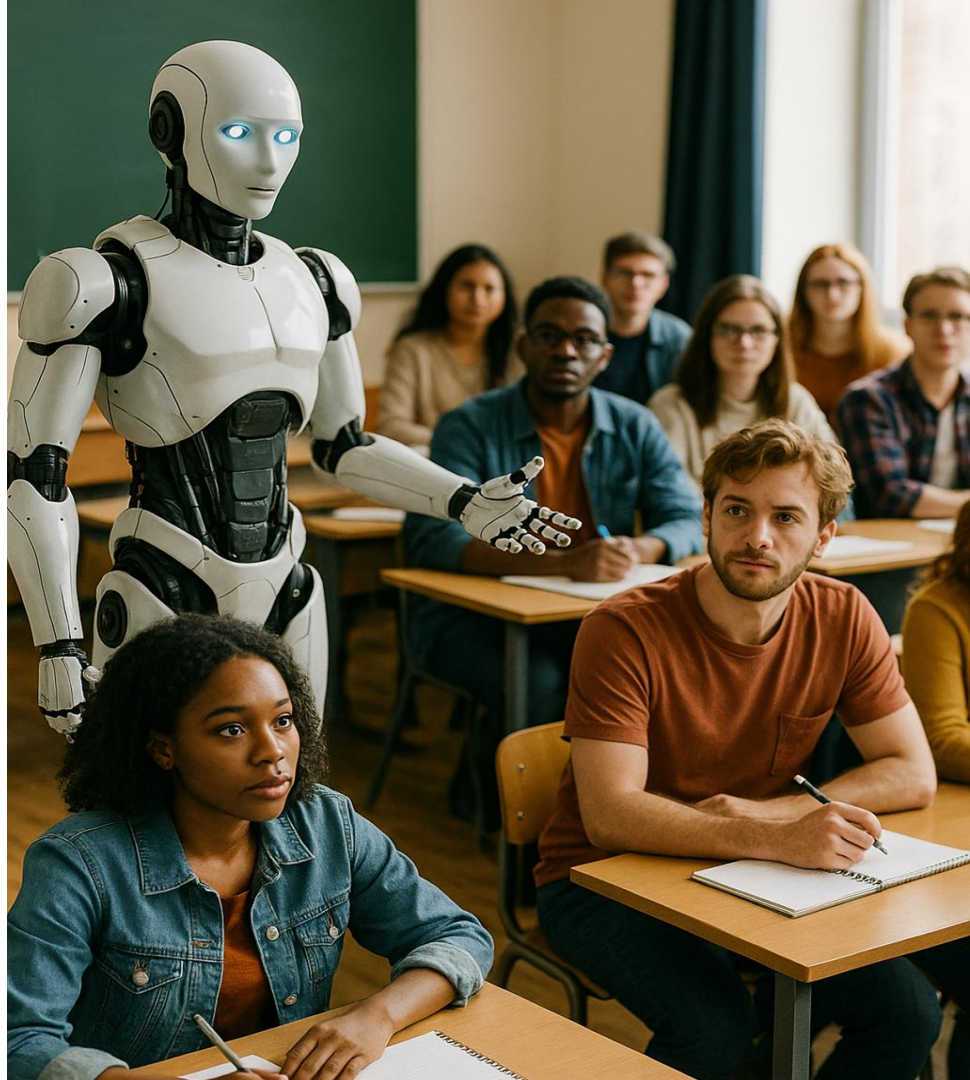
About Mike...

- Founding Partner, Beekeeper Group based in Washington, DC
- 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 research, messaging and content development
- Look at things from the perspective of one managing an advocacy or public affairs effort and looking at how 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 levels the playing field across public affairs teams

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

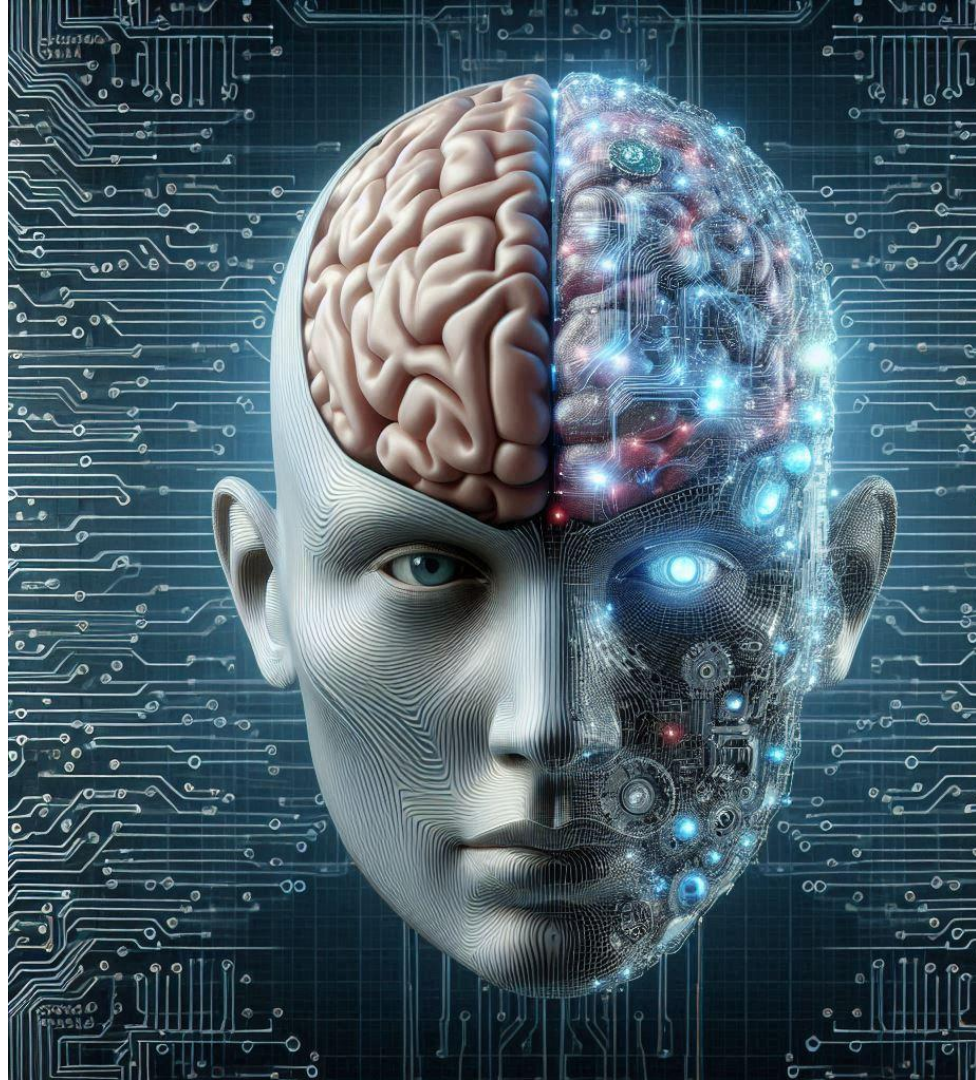


Advocacy campaign needs

Most modern advocacy campaigns have the following components:

- Strategy and tacticts
- Message development
- Audience / stakeholder identification
- Digital platform and infrastructure
- Multimedia content
- Advertising strategy and placement
- Calls to action

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



AI can cut through the information overload

- Mountains of materials are produced by EU institutions and policy groups in Brussels –it's like drinking from a firehose
- Reading and summarizing all of them in order to determine what is of value or needs to be addressed is labor intensive
- The details in these policy documents drive higher level strategy – but you had to wade through it all to get there....until AI



A quick example...

Texts adopted

 140k
  51k

Tuesday, 7 October 2025 - Strasbourg

Extension of the derogation for heavy-duty vehicles with zero emissions

P10_TA(2025)0211

- ▶ European Parliament legislative resolution of 7 October 2025 on the proposal for a directive of the European Parliament and of the Council amending Directive 1999/62/EC as regards the extension of the period in which zero-emission heavy-duty vehicles can benefit from significantly reduced rates of infrastructure or user charges or from exemptions to pay them (COM(2025)0348 – C10-0130/2025 – 2025/0188(COD))
- ▶ Position of the European Parliament adopted at first reading on 7 October 2025 with a view to the adoption of Directive (EU) 2025/... of the European Parliament and of the Council amending Directive 1999/62/EC as regards the extension of the period in which zero-emission heavy-duty vehicles can benefit from significantly reduced rates of infrastructure or user charges or from exemptions to pay them

▶ European Parliament legislative resolution of 7 October 2025 on the proposal for a directive of the European Parliament and of the Council amending Directive 1999/62/EC as regards the extension of the period in which zero-emission heavy-duty vehicles can benefit from significantly reduced rates of infrastructure or user charges or from exemptions to pay them (COM(2025)0348 – C10-0130/2025 – 2025/0188(COD))

(Ordinary legislative procedure: first reading)

The European Parliament,

- having regard to the Commission proposal,
- having regard to Article 294(2) and
- having regard to Article 294(3) of the Treaty on the Functioning of the European Union,
- having regard to the opinion of the Committee of the Regions,
- after consulting the Committee of the Regions,
- having regard to the undertaking given by the Commission,
- having regard to Rules 60 and 170 of its Rules of Procedure,

1. Adopts its position at first reading in the following terms:
2. Calls on the Commission to refer the matter to the ordinary legislative procedure;

▶ Position of the European Parliament adopted at first reading on 7 October 2025 with a view to the adoption of Directive (EU) 2025/... of the European Parliament and of the Council amending Directive 1999/62/EC as regards the extension of the period in which zero-emission heavy-duty vehicles can benefit from significantly reduced rates of infrastructure or user charges or from exemptions to pay them

P10_TC1-COD(2025)0188

(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 91(1) thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee⁽¹⁾,

After consulting the Committee of the Regions,

Acting in accordance with the ordinary legislative procedure⁽²⁾,

Whereas:

(1) The registration figures of new zero-emission heavy-duty vehicles in the Union have recently increased but remain too low to achieve the CO₂ emission reduction targets of the transport sector set in the Commission communication of 9 December 2020 entitled 'Sustainable and Smart Mobility Strategy – putting European transport on track for the future'. One of the main barriers to wider deployment of zero-emission heavy-duty vehicles is the high upfront cost of acquiring such a vehicle. Securing a stronger business case for investing in zero-emission vehicles means working towards cost parity with conventional vehicles. The total cost of ownership consists of the upfront investment made to acquire the vehicle and the operational costs incurred during the vehicle's lifetime. The gap in the total cost of ownership between conventional and zero-emission vehicles can be reduced by lowering the operational costs of zero-emission vehicles. Those costs include road charges.

European Parliament recent adopted text regarding extending derogation for heavy duty vehicles with zero-emissions (7 Oct. 25)

Can you give me a summary of the Zero-Emission Heavy-Duty Vehicles reading from the European Parliament's session on 7 October 2025?

Here's a concise summary of the **European Parliament's adopted text (first-reading position) on 7 October 2025** regarding **zero-emission heavy-duty vehicles** (the "Extension of the derogation for heavy-duty vehicles with zero emissions"): [European Parliament...](#)

Title & procedure

- The adopted text is titled *"Extension of the derogation for heavy-duty vehicles with zero emissions"*. [European Parliament...](#)
- It is Parliament's **legislative resolution** (first reading) on the Commission's proposal (COM(2025) 0348) to amend **Directive 1999/62/EC** (the "Eurovignette" Directive) so as to prolong the period in which zero-emission HDVs may benefit from **significantly reduced or exempt infrastructure/user charges**. [European Parliament...](#)
- The file reference is **2025/0188(COD)** under the ordinary legislative (co-decision) procedure. [oel.secure.europ... +1](#)

Key changes & proposals in the text

1. Extension of the favorable charging period

- The text replaces the date "31 December 2025" in Article 7ga(1), fifth subparagraph of Directive 1999/62/EC with "30 June 2031". [European Parliament... +1](#)
- Similarly, "1 January 2026" becomes "1 July 2031". [European Parliament... +1](#)

2. Rationale / Justification

- Parliament emphasizes that although registrations of zero-emission HDVs have increased, they remain **too low** to achieve the EU's transport sector CO₂ reduction targets. [European Parliament...](#)
- One of the major barriers is the **high upfront purchase cost**; lowering operational costs (including road charges) is necessary to shrink the cost gap between zero-emission and conventional vehicles. [European Parliament...](#)
- It cites the 2022 revision to Directive 1999/62/EC (via Directive (EU) 2022/362) as having introduced the ability to differentiate road charges by CO₂ emissions, and it views that measure as complementary to the charging incentives. [European Parliament...](#)

3. Legal and procedural features

- Member States retain **optionality**: the measures remain optional (i.e. they are not forced to grant exemptions or reductions) but those that do must notify the Commission. [European Parliament... +1](#)
- The directive would enter into force 20 days after its publication in the Official Journal. [European Parliament...](#)
- Member States are required to immediately inform the Commission of the measures they adopt under the amendment. [European Parliament...](#)

4. Linkage to CO₂ reduction goals and industry targets

- The text references **Regulation (EU) 2019/1242**, which sets CO₂ performance standards for new heavy-duty vehicles, and notes that manufacturers have to reduce fleet emissions (e.g., by 2030). [European Parliament...](#)
- Parliament argues that demand-side incentives (through favorable charging) and supply-side regulation should be aligned in time to give c^o↓st and investment certainty. [European Parliament...](#)





Overview

- **Title:** *Extension of the derogation for heavy-duty vehicles with zero emissions*
- **Procedure:** 2025/0188 (COD) – ordinary legislative procedure
- **Purpose:** Extend the period during which zero-emission trucks and buses can be **exempt or pay reduced road-use charges**.
- **Amendment:** Parliament changed the expiry dates in Article 7 ga so that the preferential regime runs **until 30 June 2031** (instead of 31 December 2025).

Bottom line: Parliament's October 2025 vote keeps the zero-emission HDV toll-relief window open six more years, signalling that the EU wants to accelerate the green freight transition while cushioning early adopters.



Main points

1. **Policy rationale** – uptake of zero-emission HDVs remains far below what's needed to meet EU 2030 CO₂-reduction goals; lowering operating costs via toll exemptions helps close the cost gap with diesel vehicles.
2. **Member-State flexibility** – governments *may* (not must) apply these exemptions and must notify the Commission when doing so.
3. **Alignment with climate law** – links the charging incentive to *Regulation (EU) 2019/1242* on CO₂-performance standards for HDVs, ensuring both demand- and supply-side measures work on the same 2030 timeline.
4. **Implementation** – directive enters into force 20 days after publication; Member States report measures adopted.

If you like, I can also pull up **the exact amendment table** (i.e. which paragraphs or sentences were modified) and show you the before/after wording. Would you like me to do that?



Implications

- Extending the derogation gives manufacturers and operators **predictability through 2031**, synchronizing with industrial investment cycles.
- **Budget trade-off:** prolonging exemptions may cut national toll revenue.
- **Infrastructure dependency:** the benefit only materializes if charging and hydrogen refuelling networks expand fast enough.
- **Industry reaction:** transport associations (ACEA, IRU) broadly welcomed the move as a bridge incentive before stricter CO₂ targets bite.

Who would be against this and why?

Excellent question — and politically, this measure (*extending toll exemptions for zero-emission heavy-duty vehicles until 2031*) is far from universally popular. While it passed comfortably in the European Parliament, **opposition comes from multiple directions**, each with distinct motivations:

1. Member States concerned about lost revenue

Who: Primarily **Central and Eastern European governments** (e.g. Poland, Hungary, Romania, Slovakia), and some **Western transit countries** like Austria or the Netherlands.

Why:

- **Toll revenue loss:** Many EU countries depend heavily on road-user charges to fund highway maintenance and infrastructure. Extending exemptions through 2031 means **several more years of under-collection** from heavy vehicles — a major income stream.
- **Uneven uptake:** Zero-emission trucks are still rare in these markets, so governments fear they'd lose money without seeing any real environmental benefit at home.
- **Administrative complexity:** Implementing a differentiated tolling system for emission classes is expensive and often requires digital infrastructure upgrades (like GPS-based tolling).

2. Trucking and logistics SMEs (especially in Southern & Eastern Europe)

Who: Small and mid-sized hauliers represented by national trucking federations and parts of IRU (International Road Transport Union) membership.

Why:

- **Competitive imbalance:** Larger Western European fleets (Germany, France, Netherlands, Nordics) can afford new zero-emission trucks; smaller hauliers cannot.
- **Risk of "double disadvantage":** They pay full tolls while competitors enjoy exemptions, **distorting cross-border competition** in freight markets.
- **Technology readiness:** They argue that infrastructure for charging or hydrogen refueling is inadequate in many regions, so incentives are useless unless trucks can operate long-haul routes.

3. Infrastructure and road authorities

Who: Highway concessionaires, toll operators, and public-private road companies (especially in France, Spain, Italy).

Why:

- **Revenue shortfall:** Road toll revenues fund long-term concession contracts. A multi-year exemption disrupts those financial models.
- **Delayed maintenance:** Lower revenues could delay upgrades and repairs, shifting costs onto taxpayers.
- Some lobby groups have pushed for **partial discounts instead of full exemptions** to maintain "user-pays" fairness.

.1.

Crafting a message

- It's important for any campaign to think about **who is going to carry your message** to decision makers and **how decision makers talk about issues**
- You need to think about what **arguments, phrasing, or terminology** will resonate with your stakeholder group and bring the result you desire
- AI is great to use to think about audiences and **develop personas of stakeholders** and develop **specific messaging**



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



Looking at the public profiles of MEP Jeroen LENAERS what are the terms he uses most frequently? What do you suggest using in communications to his office about issue related to European immigration and migration?

What terms and frames Lenaers uses most

From examining his MEP profile, press statements, speeches, and news coverage, the following terms and themes appear repeatedly in his discourse around migration, borders, and justice:

Term / Phrase	Context / Likely Meaning	Notes & examples	
Return / returns	Refers to the process of deporting or returning irregular migrants to their origin countries	In a Facebook video, he says: "We must speed up the return of illegal migrants without the right to stay in EU." 	
Migrant smuggling / smuggling networks	Criminal aspect of migration, emphasizing exploitation	He was lead negotiator on new rules to strengthen Europol's powers against smuggling networks, calling them "ruthless" and destructive. 	
External borders / border control / external borders protection	Emphasis on securing the EU's outer frontier	In narratives of migration reform and dealing with irregular migration, he often pairs improved external border protection with migration policy. (E.g. in news about migration pacts.)	
Vulnerable / vulnerable people / exploitation / human trafficking	Recognizing the human risks and abuses migrants may face	In statements about smuggling, he frames migrants as vulnerable and as being exploited by criminal networks.  +1	
European / common / cooperation / solidarity / shared responsibility	Terms to frame the need for joint EU-level solutions	He tends to talk about common European approaches (not purely national ones) and emphasizes cooperation, solidarity, and shared responsibility among member states.	
Security (state security, internal security)	As a framework to justify migration controls	He leans on "security" language, particularly when discussing border control, smuggling, and irregular migration.	
Illegal migration / irregular migration	Distinguishing lawful vs unlawful migration	He often uses the adjective "illegal" or "irregular" to qualify migration flow that is viewed negatively.	
Instrument / tool / data / analysis / Europol capacity	Emphasis on technical, institutional tools	His proposals often focus on enhancing the technical or institutional capacity (better data, stronger Europol, more resources) rather than purely moral appeals.	

Suggestions for effective language when communicating with his office

If your goal is to make your communication more persuasive or resonant with Lenaers's priorities, here are some stylistic and framing suggestions based on what seems to land in his discourse:

1. Start with shared language / shared values

Use terms he already uses — e.g. “vulnerable people,” “exploitation,” “irregular migration,” “external borders,” “shared responsibility,” “European cooperation.” That shows you understand his framing and are speaking in his “lexicon.”

2. Emphasize the dual frame: security + humanity

Because Lenaers often mixes enforcement and empathy, position your appeals with both dimensions:

- Acknowledge legitimate concerns about border security, rule of law, smuggling networks
- But then underscore the human risks: exploitation, trafficking, lack of protection, vulnerability
- Propose balanced solutions: more capacity, better tools, not just punishment

3. Highlight institutional / technical solutions over purely moral appeals

He appears to favor strengthening capacity (e.g. data, institutions, technical cooperation) rather than vague moral pleas. So propose specific institutional changes, operational improvements, use of technologies, coordination, or legal frameworks.

4. Use the language of “shared responsibility / solidarity / cooperation”

Frame your proposals as benefiting the EU as a whole, helping member states that face heavier pressure, or enabling burden-sharing so that no state is overwhelmed alone.

5. Focus on returns / legal pathways, not just reception

If you are advocating for protections or legal migration, integrate proposals for predictable returns or orderly migration alongside reception, so that his concern about “return” is addressed, not ignored.

6. Show cost/benefit or “value added” arguments

Because he is used to technical and institutional framing, demonstrating that a policy is efficient, cost-effective, or that it enhances security might be persuasive.

7. Be specific and concrete

Use particular routes, data, examples — e.g. smuggling routes, hotspots, border zones, numbers — rather than abstract language. That aligns with his preference for “tools” and “analysis.”

Sample phrasing you might use (adapted to a particular ask)

“Dear Mr. Lenaers,
I appreciate your efforts to strengthen EU capacity to combat migrant smuggling. I write to suggest that, alongside returns of those without legal entitlement, we should also expand **safe and legal pathways** for vulnerable individuals fleeing conflict, and better protect victims of trafficking. A harmonized EU framework combining **shared responsibility, enhanced data-driven cooperation, and respect for vulnerable people** can help reduce the burden on frontline states while improving security and humanitarian outcomes across Europe. I would welcome the opportunity to discuss specific proposals that align with your priorities on border control, capacity enhancement, and human dignity.”

If you like, I can craft a full draft email or briefing memo tailored to Lenaers's style and priorities (with key phrases). Would you like me to do that?

     ...    Sources

What terms, frames, and themes Aubry tends to use

From reviewing her speeches, op-eds, public debates, and academic analyses of her rhetoric, a number of recurring frames and keywords stand out. Some come from her role as co-chair of the GUE/NGL (Left) group, others from her prior NGO/advocacy work.

Do the same for MEP Manon Aubry

Here are key features of her discourse around migration, asylum, and related topics:

Term / Phrase	Connotation / Use	Examples / Context	
Human dignity / dignity	Emphasizes humane treatment, respect for human life	In her critique of EU externalization deals or border enforcement: speaks of letting people die in the Mediterranean as an affront to dignity. (e.g. in "Monday Talk" she said the EU is "letting people die" and calling for "more dignity and humanity" in migration policy)	Vocal Europe
Human rights / fundamental rights	She frames migration policy in terms of rights that must not be violated	In a Left group critique of Commission proposals, she warns about measures that "endanger the safety of vulnerable people ... but also seriously undermine ... fundamental rights."	The Left
Security / weaponisation / external borders used as security tool	She is critical of framing migration purely as a security threat and opposes conflation of migration/migrants with security "threats"	In the Left group's "Fortress Europe" critique, she argues that EU's security agenda weaponizes migration and endangers rights.	The Left
Externalisation / outsourcing / "gatekeeper" states	She resists EU deals that push migration burdens onto third countries	In a debate on EU-Tunisia migration deal: she says "we clearly oppose this deal ... externalising the EU's responsibility ... making Tunisia the next gatekeeper of Europe."	The Left
Inhuman / dehumanisation / death / Mediterranean as grave	Strong moral imagery is used — to highlight the human cost of restrictive policies	In electoral debates, she has called the EU policy "inhuman and ineffective" and said "our Mediterranean has been turned into an open-air grave."	Le Monde.fr
Causes of forced migration / root causes	She often pushes the narrative that migration is driven by push factors (poverty, conflict, climate, inequality) and t policy must address those root causes	In interviews she critiques EU's approach that "externalises its management" and closes borders rather than tackling causes.	Vocal Europe

How to communicate with her office on migration/immigration issues — suggested framing and language

If your aim is to engage constructively (to persuade, to open dialogue, or to propose policy inputs) with Aubry's office, here are suggestions grounded in her rhetorical predispositions.

Principles and tone

- **Use rights-based language and moral urgency**

Terms like *human dignity*, *human rights*, *protection*, *solidarity*, *humanity*, *dehumanisation* resonate with her framing.

- **Link to root causes and structural justice**

Don't present migration solely as a border issue; tie proposals to climate justice, inequality, conflict, economic justice, and global structural reforms.

- **Critique securitization while offering workable alternatives**

She is skeptical of heavy security framing. If your proposal includes security or enforcement elements, embed them within protections, oversight, rights safeguards, accountability.

- **Emphasize European solidarity and shared responsibility**

She is comfortable with European-level framing — push for burden sharing, joint mechanisms, funding, legal harmonization.

- **Be bold, concrete, and principled**

Use illustrative stories or statistics to underline human cost; propose specific legal or institutional reforms rather than vague statements.

- **Avoid adversarial, accusatory, ideological antagonism**

While she engages confrontationally in public debate, in communications it's better to frame your proposals as aligned with her values, or as augmenting them, rather than as attacks.

Sample messaging outline

Here's a sketch of how a message might open, in a tone that aligns with her approach:

Dear Ms. Aubry,

Building on your strong calls for **human dignity**, **rights**, and **European solidarity** in migration policy, I wish to share a few proposals for strengthening the EU's approach to migration and asylum in ways that avoid dehumanisation and address root causes.

While acknowledging that external border control and security are inevitable in any fair system, we must refuse policies that treat migrants as merely security threats. Any enforcement mechanism should be anchored in accountability, oversight, and strict respect for **fundamental rights** and the **non-refoulement** principle.

I propose that alongside reception and protection, the EU invest in **legal pathways**, **resettlement commitments**, and **cooperation with origin & transit states** targeted at poverty, climate resilience, conflict prevention, and governance support. These elements help reduce irregular flows rather than intensify them.

On the European level, I suggest establishing a **mandatory solidarity mechanism** for relocations, with funding incentives and binding quotas, paired with support for frontline states.

I would welcome the opportunity to submit a more detailed policy brief or meet with your office to refine these ideas in a form compatible with your group's priorities.

If you like, I can convert the above into multiple shorter formats (tweet draft, briefing memo, email) optimized for her style. Do you want me to prepare those?

Message development: creating personas



Prompt: When developing messaging on this issue take on the persona of a 27-year-old policy advisor from Utrecht who embodies the values of a young, politically active Dutch progressive. A supporter of GroenLinks–PvdA but open to D66-style pragmatism, she cares deeply about climate action, equality, and European cooperation while remaining skeptical of polarization and dogma. Lotte participates in youth climate events, reads a wide range of Dutch and EU media, and sees herself as a bridge-builder who values both compassion and evidence in politics. On migration, she advocates humane but coordinated EU policies, arguing that Europe must “combine solidarity with responsibility.” In her daily life—biking everywhere, supporting zero-waste initiatives, and attending indie festivals—her politics blend seamlessly with her lifestyle and sense of civic duty.



Prompt: When developing messaging on this issue take on the persona a 54-year-old small-business owner from Mannheim who runs a mid-sized logistics firm and identifies as a pragmatic conservative. A longtime CDU voter sympathetic to FDP’s pro-enterprise outlook, he believes in hard work, self-reliance, and fairness but worries that Germany is changing faster than ordinary people can adapt. Markus values stability, craftsmanship, and community, feels burdened by bureaucracy, and wants government to reward productivity rather than penalize it. He supports controlled, work-based immigration and sees compassion as necessary but conditional on responsibility. Proudly European yet skeptical of Brussels’ overreach, he’s the kind of man who reads *Handelsblatt*, mentors apprentices, and sponsors the local football club—steady, civic-minded, and quietly anxious that the country he loves is moving too fast.

Message development: creating personas



Young activist
messaging
developed by
Chat-GPT

Here are sample talking lines written in the voice and tone of a 27-year-old progressive policy advisor from Utrecht. They blend empathy, realism, and European pragmatism, making them suitable for use in interviews, panels, or social media posts.

On solidarity and shared responsibility

"Europe can't call itself a union if only a few countries carry the weight of migration. 🤝 Solidarity means sharing responsibility – not shifting it."

On human dignity and European values

"Every person who drowns in the Mediterranean 🌊 is a failure of policy, not compassion. Protecting borders shouldn't mean abandoning our humanity. 💙"

On legal and safe pathways

"If we create safe, legal pathways to Europe 🇪🇺, we reduce irregular crossings and human suffering. Order and empathy aren't opposites – they depend on each other. ⚖️"

On integration

"Integration isn't about charity; it's about opportunity. 🎓 When newcomers work, learn, and participate, everyone benefits – socially and economically. 💼"

Message development: creating personas



Small
business
owner
messaging
immigration
on ChatGPT

Here are sample talking lines on immigration from a 54-year-old conservative small-business owner from Mannheim who values stability, fairness, and compassion within limits. The tone fits how he might speak at a community meeting or in a LinkedIn post – respectful, pragmatic, and laced with emojis that match his understated style.

On work and responsibility

“People who come here to work hard 🧑🏻 and play by the rules are welcome. But our system must stay fair – responsibility and opportunity have to go together. ⚖️”

On fairness for taxpayers and small businesses

“Small firms like mine keep the country running 🏠. We’re happy to do our share – but we need policies that don’t pile new costs on those who already carry the load. 💪 DE”

On compassion with limits

“Of course Germany should help people in real need ❤️ – that’s part of who we are. But help has to be organized and sustainable, not chaotic.”

On integration

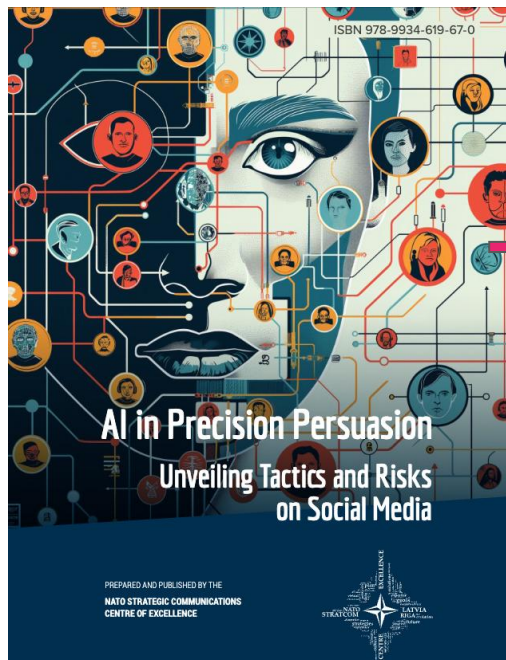
“Integration isn’t just about paperwork. It’s about learning the language 🗣️, finding work, and becoming part of the community 🍷. That takes effort from both sides.”

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



[\(Link to full report\)](#)

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	- 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	- Tools to detect AI-generated content are inconsistent - Disinformation can undermine trust in democratic processes - Existing regulatory frameworks lag behind technological advances	- 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	- Short AI posts under 25 words routinely evade detection - AI-generated TikTok content has promoted disinfo campaigns like “Ukraine pesticide”	- Election integrity groups report surges in coordinated AI disinformation 37 MEPs demanded answers on surveillance and manipulation	- Open-source models replicate malicious prompts that commercial models block - Experts warn of disinformation “at scale” without safeguards

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

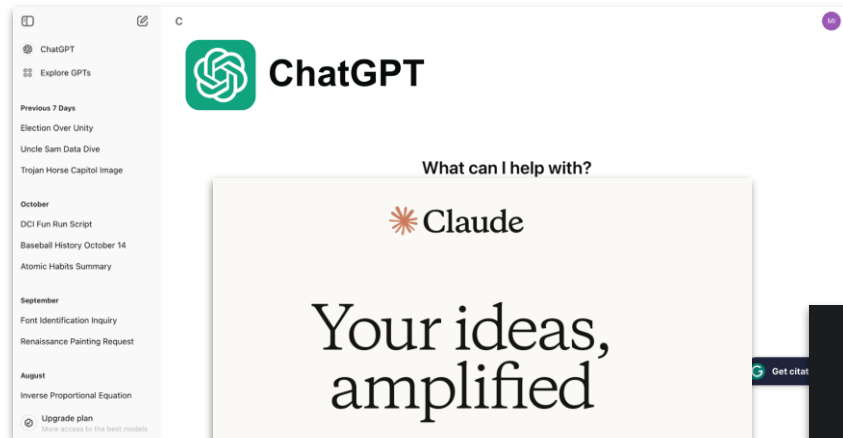
- Strategy Memos
- Email Messages
- Social Media Posts and Graphics
- Infographics
- Website Content
- Letters to Decision Makers
- Videos and Animations



Useful AI tools for public affairs and advocacy



The workhorses



Privacy-first AI that helps you create in confidence.

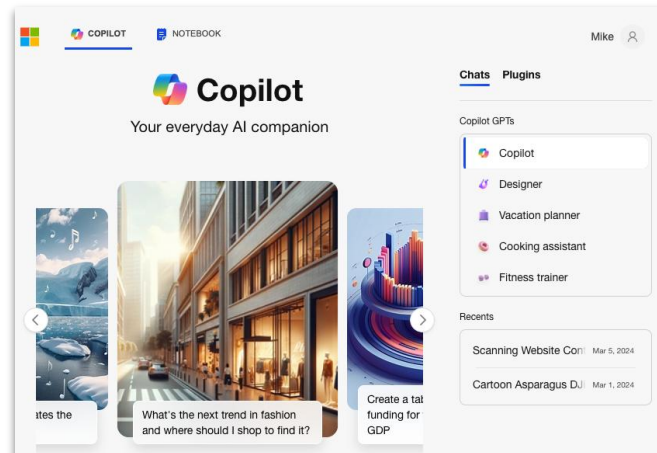
 Continue with Google

OR

Enter your personal or work email

Continue with email

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Meet **Gemini**,
your personal AI assistant

Research
a topic

Give me
study tips

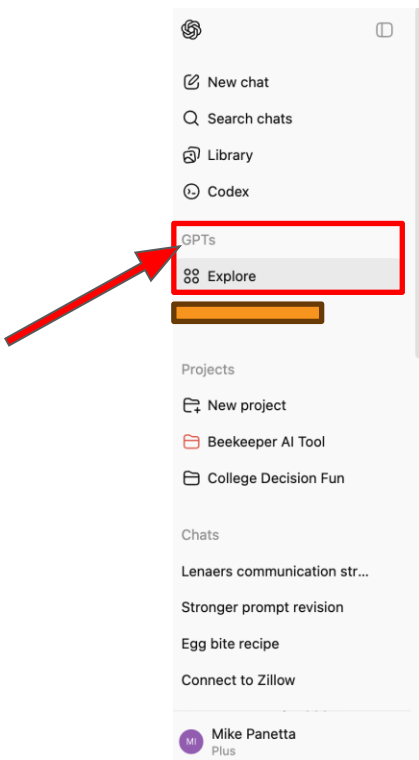
Save me
time

Help me
write

+ Ask Gemini



Custom GPTs



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Curated top picks from this week



Video AI by invideo

4.0 ★ - AI video maker GPT (Supercharged with Sora 2) - generate engaging videos with...
By invideo.io



Expedia

Bring your trip plans to life – get there, stay there, find things to see and do.
By community builder



Canva

Effortlessly design anything: presentations, logos, social media posts and more.
By canva.com



Scholar AI

AI Research Assistant – search and review 200M+ scientific papers, patents, and books....
By community builder

My GPTs

+ Create

Create

Configure

Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?

Create

Configure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

×

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

- Configure your own customized GPT for your organization
- Upload your own documents, talking points, style guides, and other materials to train it to use your unique voice and messaging
- Provide guidance to GPT on what it should do and what it should avoid also can prompt users with leading questions
- Need a paid account to use them and they can be shared across your team



NotebookLM





The True Impact of Interchange Regulation

Analytics

Share

Settings

PRO

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" with a green bar with "60%" and the other showing a dramatic drop with a red bar with "20%",

Start typing... 1 source

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

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.

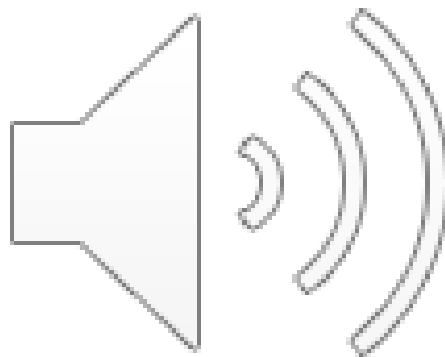
The screenshot displays the NotebookLM interface with three main panels:

- Sources Panel:** Shows a list of sources with the title "The True Impact of Interchange Regulation" and a thumbnail image of a credit card with money falling out of it.
- Chat Panel:** Displays the title "The True Impact of Interchange Regulation" and a summary of the report. The summary states that the report, commissioned by the Credit Union National Association and the American Association of Credit Union Leagues, examines the consequences of the Durbin Amendment (Durbin 1.0). It notes that these government price controls increased consumer costs and reduced security, while financial institutions offset lost revenue by raising bank account fees and minimum balances. The report also expresses strong opposition to proposed credit card regulation (Durbin 2.0) and suggests that past and proposed interchange regulation generates harmful, unintended economic consequences for both consumers and the banking system.
- Studio Panel:** Shows a video overview titled "The True Cost of a Swipe" based on 1 source. The video content includes two main points:
 - Covered Issuers:** Banks with assets over \$10B. Subject to a strict price cap on fees.
 - Exempt Issuers:** Banks with assets under \$10B. Not subject to the price cap.

A red arrow points from the video summary title to the video player, and another red arrow points from the video player to the source thumbnail in the Sources panel.

Eleven Labs

- Text-to-speech, speech-to-text, voice cloning, lip duping 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



Sora by OpenAI

- [Text to video tool](#) by OpenAI team - already pumping AI videos into our social media feeds
- Version 2.0 was recently released that adds sound and allows “cameos” - putting yourself or others in AI videos
- Very realistic but yet (mostly) videos are easy to spot as AI. The line of virtual and reality however is getting narrower
- Another tool for bad actors, but useful when conveying the right message to the right audience when clear it’s AI generated
- Watch their introductory video, all made with Sora 2.0 ([link](#))





Sora by OpenAI

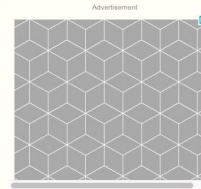
Trump Supporters Are Using OpenAI's Sora to Generate AI Videos of Soldiers Assaulting Protesters

"Lmfao, that was beautiful and before you ask I voted for this!"

By [Joe Wilkins](#) / Published Oct 12, 2025 8:15 AM EDT



Sora 2 (Screenshots via Instagram)



RED HOT

Top US Army General Says He's Letting ChatGPT Make Military Decisions

By [Joe Wilkins](#)

Western Exe Visiting Chin

By [Victor Tanager](#)

Scientists In That Fell Into

ASU C
Arizona State
That's a [dog](#)
associated with

[link](#)

 **Josh Ryan** 
@joshryanjames

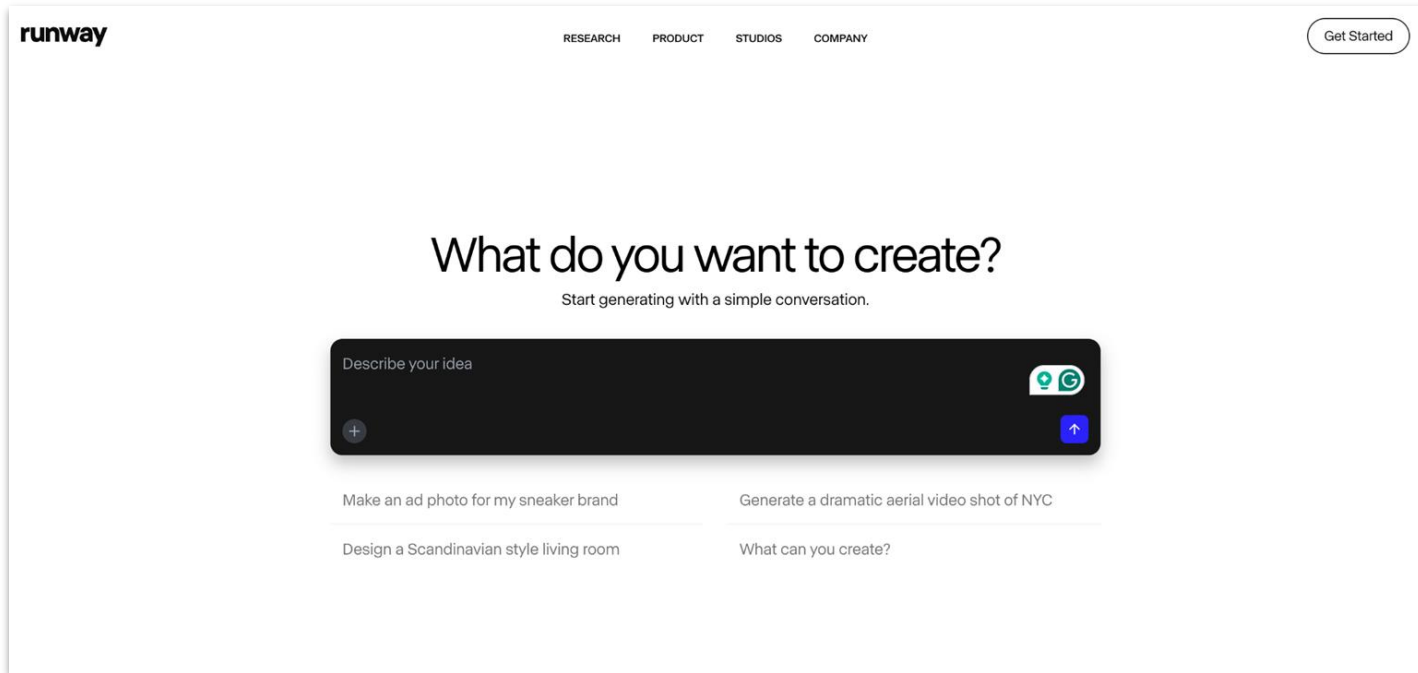
"What's your name soldier? What's your name? What's your name?
What's your name?
Sergeant Pepper.



[link](#)



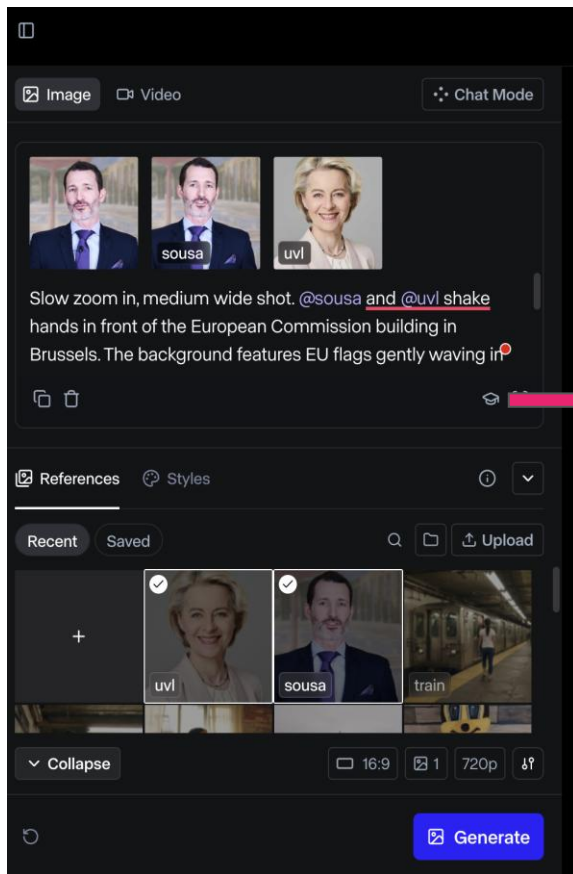
Tool for creating animations and realistic AI videos with reference photos for consistency.



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

More control of shot, characters, and backgrounds

Can be expensive with account an tokens needed for advanced videos



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.



Pro-tip: Upload specific manual or guide from Runway to ChatGPT and ask for better prompts based on specific criteria

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
- **Use the AI to help you use itself**...ask it to create better prompts for you.
- Find ways to incorporate AI into tasks like research or summaries to start
- **Keep experimenting** –the tools get more powerful everyday and open new opportunities for your team



Final Thoughts

- Moving away from the “social media” driven content to algorithmic-generated and hyper-personalized feeds
- AI tools will unleash a flood of content everywhere (AI slop) but has real consequences in the political and issue advocacy space
- We may quickly not be able to know what is authentic - civic education to understand what is real and what is fake will be necessary across society





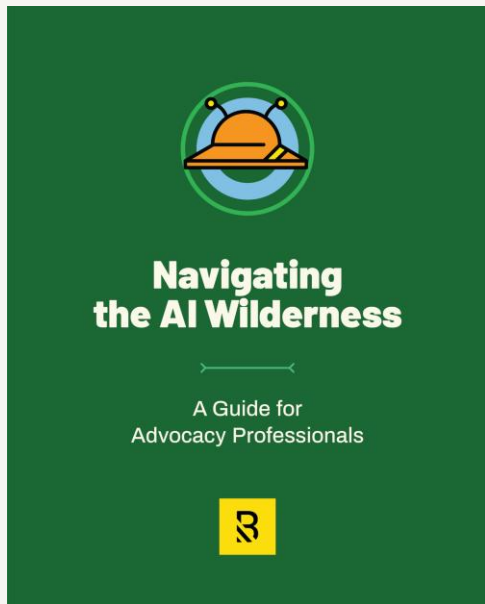
Beekeeper Group

Questions and Additional Materials

Mike Panetta, Partner, Beekeeper Group

mikep@beekeepergroup.com

Navigating the AI Wilderness White Paper



Available for download here:

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

Wall Street Journal Tutorial

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

([YouTube link](#))



We Tested Google Veo and Runway to Create This AI Film. It Was Wild. | WSJ



Subscribe

22K



Share



Download



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

