

AI in Advocacy

How AI is Changing the Information Landscape
And What To Do About It

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This Isn't About Workflow

I'm not here to talk about using AI to write emails faster or summarize documents.

This is about the external-facing implications of AI on your advocacy campaigns.



When someone asks an AI chatbot about your client's project, your industry, or your legislation – what does it say?

The Traffic Problem

60%

of Google searches now end without a single click

69%

of searches are zero-click by May 2025, up from 56% in 2024

8%

click-through rate when AI Overviews appear (vs. 15% without)

-1/3

Google search traffic to publishers declined globally in 2025

61%

drop in organic CTR on queries with AI Overviews

The New Search Landscape

800M+

weekly active users

AI Chatbot Leaders

15M

US adults

Use AI first for online search

7x

growth in AI referral traffic

Year-over-year (2024 to 2025)

67.7%

more time on site

From AI visitors vs. organic search

The Third Front

AI isn't replacing cable news or social media. It's opening a third front in the information war.



1990s – 2010s

Cable News

One-to-many broadcast.
TV ads, op-eds, booked
surrogates.
Appointment viewing.



2010s – present

Social Media

Peer-to-peer sharing.
Facebook Groups, X, Instagram.
Real-time engagement.



Now

AI Search

Synthesized answers.
No list of links – just THE answer.
A new information battlefield.

What Happens When They Ask

Sangamon County, Illinois

A county government created a public information page about a proposed CyrusOne data center – and the sources it used came from AI.

The page's source code reveals AI-generated content informing government decision-making on data center development.

Can the County Board impose a 180-day moratorium on the data center project to allow more time for study and public input?

The Sangamon County State's Attorney's Office is researching whether the County Board has legal authority to impose a temporary moratorium on data center projects.
- 11/10/2025 - Source: Sangamon County Government

Where can I find more information about this project?

The Springfield Sangamon Growth Alliance has many news articles and publications linked on their site here: <https://www.thriveinspi.org/news-and-events/newsroom/>.

More information can be found at CyrusOne's and RECC's FAQs on this project linked here: <https://www.cyrusone.com/sangamon-county-community-faq> and here: <https://www.recc.coop/news-info/sangamon-county-data-center-your-questions-answered/>

We will continue to update this with new and relevant information as it becomes available.
- 11/10/2025 - Source: Sangamon County Government

What does the Rural Electric Convenience Cooperative (RECC) say about this project?

Rural Electric Convenience Cooperative (RECC), who will be delivering electric service to this project, has published their own FAQ addressing community questions: <https://www.recc.coop/news-info/sangamon-county-data-center-your-questions-answered/>
- 11/12/2025 - Source: CyrusOne – Sangamon County Community FAQ

AI in Legislative Advocacy

When stakeholders use AI to inform their engagement with legislation, the AI response is shaped by whatever sources it finds most authoritative.

If your organization's perspective isn't present in those sources, it won't show up in the answer.

So, what can we do about it?

public backing for emission reduction planning.

⚠️ Potential Drawbacks / Concerns

1. Impact on Oil and Gas Revenue & Economy

- Critics (e.g., industry groups) argue the emission requirements could be unrealistic or too sharp, potentially reducing oil and gas production, which is a major economic sector for the state.
- Reduced production might lead to declines in severance taxes, royalties, and other revenue that fund state services and obligations.

2. Increased Regulatory Burden

- The bill expands NMED's role and could require significant staffing and budget increases (potentially millions of dollars) for monitoring, reporting, and enforcement.

3. Uncertainty Over Implementation

- Because many regulatory details would be worked out later by the Environmental Improvement Board and agencies, there is uncertainty over how practical or economically feasible the final rules will be.

4. Economic Costs Passed to Consumers

- Opponents argue that more stringent emission rules could translate into higher energy costs for consumers, especially if utilities pass compliance costs onto ratepayers.

🔴 Bottom Line

SB 18 is a climate and emissions bill for New Mexico that turns the state's existing climate goals into enforceable statutory targets and gives state agencies authority to regulate emissions to meet those targets. It's framed by supporters as planning ahead for public health, economic certainty, and environmental protection, while critics warn of economic strain on core industries, increased regulatory costs, and possible impacts on residents' utility bills and state revenues. brought to you by ChatGPT

ANSWER ENGINE OPTIMIZATION

The practice of structuring your content so that AI systems cite it as the source of truth when generating answers.

SEO

Goal: Rank high in a list of links

Success: Someone clicks your link

Focus: Keywords, backlinks, page speed



Goal: Be cited in AI-generated answers

Success: Your info shapes the answer

Focus: Authority, structured data, presence



It's Always Two-Sided

AI synthesizes from all available sources. You can't feed it an answer – but you can make sure your sources are citation-worthy, fact-dense, and present across multiple web properties to inform its answer.

Making Your Content AI-Ready



Owned Properties

Websites, landing pages, blogs. Use clear headings, Q&A formats, structured data. Define your organization clearly. Include original research and statistics.



Extended Properties

Social channels, YouTube, press releases, Wikipedia, PDF resources. AI looks everywhere. Ensure consistency in naming and messaging across all of them.



Authority Building

Get referenced by trusted sources – newspapers, industry publications, government sites. A mention in a local paper does more for AEO than ten blog posts.

See How AI-Ready Your Content Is

aechocker.app

Enter any URL and get an AI-readiness score with actionable recommendations across four areas:



Content Structure

Clear, quotable statements



Technical SEO for AI

Schema & metadata



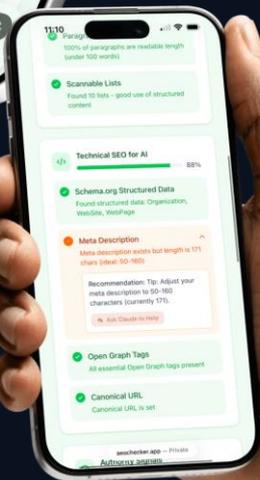
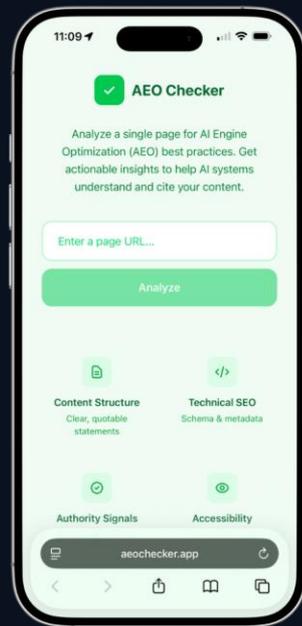
Authority Signals

Trustworthiness indicators



Accessibility

Machine readability



AI Topic Explorer

Explore what AI systems are saying about your topics, issues, and industry. Identify gaps in your content strategy and see which sources are being cited.

Beta This site is in beta — If something seems off, let us know via Report a Bug below.

AI Topic Explorer

Enter any topic and see what AI knows about it. We query multiple models and combine their responses into key themes, entities, and citations.

data centers in texas [Explore](#)

Try an example:

- Middle East diplomatic realignment
- Social media effects on democracy
- Climate change policy
- Nuclear fusion progress
- Rare earth mineral mining

[How does this work?](#)

Word cloud terms: Zenith, Robot, Karate, Magazine, Catamaran, Karma, Monsoon, Safari, Shampoo, CIPHER, Avatar, Lemon, Zeitgeist, Wanderlust, Jungle, Tsunami, Giltch, Caravan, Bazaar, Ketchup, Tycoon, Origami, Typhoon, Report a Bug

Questions?

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