



PAC COMMUNICATIONS IN AN ELECTION YEAR

THE 2026 COMMUNICATION ENVIRONMENT

Audiences in a Lost Communications Commons



THE LOST COMMONS

The Problem

- ▶ Political communications no longer exist in a common information space
- ▶ Our target audience is jaded and consumes polarizing information across dozens of fragmented platforms daily
- ▶ Deeply polarized electorate

The Solution

- ▶ Back to Basics: focus on what unites
 - ▶ America 250
 - ▶ PAC Stewardship
- ▶ Tactful pacing: we are not a preferred information vector
- ▶ Layered approaches, not a single message
 - ▶ Avoid micro-targeting messages based on perceived affiliation but also one message to a broad audience



Finding Common Ground: America 250 example



America 250 Sponsor

Volunteer events

American Field Trip - our story is America's story



PAC Communications in an Election Year



Alabama

Learn about pivotal American history and heritage in Alabama! First, step back in time at the American Village for a unique view of the American Revolution and the fight for independence. Suit up as a Patriot spy and plunge into an adventure of intrigue, espionage, and patriotism — where your choices will shape how the story unfolds. Then carry your secret identity into a special evening featuring a Colonial-style dinner and immersive experience on campus. Next, go behind the scenes at the Birmingham Civil Rights Institute and explore the powerful museum and research center dedicated to telling the story of the Civil Rights Movement.



Atlanta, Georgia

Experience the magic behind one of the world's most beloved brands with an exclusive visit to the Coca-Cola Company's headquarters in Atlanta! Explore the company's history and lasting influence on American culture and commerce, go behind the scenes to discover the innovation, creativity, and science that power its global success. Next, connect with the legacies of two Nobel Peace Prize winners through a specially curated program. At Martin Luther King, Jr. National Historical Park, join a ranger-guided tour of Dr. King's birthplace, historic church, and powerful exhibits that bring the Civil Rights Movement to life. Then, at the Jimmy Carter Presidential Library and Museum, engage with the inspiring stories behind President Carter's leadership and humanitarian achievements, and view rarely seen letters exchanged by the Kings and Carters. (High school only)



Boston, Massachusetts

Step back in time and experience Boston like never before! Witness the city's pivotal role in the American Revolution on an exclusive guided tour of famed sites — including Bunker Hill, Dorchester Heights, and the Boston Harbor — that brings the Siege of Boston to life. Then, visit the John F. Kennedy Presidential Library and discover how our 35th president inspired young people all around the world. Your exclusive tour includes a special opportunity to see artifacts that once belonged to the Kennedy family and documents from his presidency that most visitors to the library do not get to see.



Cape Canaveral, Florida

Take an unforgettable journey to the Kennedy Space Center, the birthplace of American spaceflight! Spend the day exploring the Kennedy Space Center Visitor Complex with a private guided tour led by a space expert. Get from off-the-line access to a simulated space shuttle launch on the Shuttle Launch Experience and explore one of four space journeys at Spaceport NSC. Enjoy panoramic views of launch pads at the all-new Gantry at Launch Complex 39, then meet a retired astronaut for a first-hand look into America's space program.



Charleston, South Carolina

Explore history and science in South Carolina! Start the day



Dallas, Texas

Visit the all-new National Medal of Honor Museum and learn

AUDIENCE SEGMENTATION

Layering Approaches



LAYERING APPROACHES

Audiences are not monolithic

- ▶ Target groups by
 - ▶ **Information consumption habits (data, data, data)**
 - ▶ Levels of engagement
 - ▶ Issue priorities
 - ▶ Information consumers interpret the same messages differently based on their background/interests/etc.



SAMPLE TIMELINE: 2026 GAMEPLAN

July

▶ **Messaging**

- ▶ Targeted emails
 - ▶ Primary Priority: informational, uniting, reinforce PAC's trusted status
 - ▶ Secondary Priority: fundraising
- ▶ In-person events
 - ▶ Picnics, not Pizza and Politics
 - ▶ Focus on local, historically-relevant, events
- ▶ Swag
 - ▶ Commemorative coins, flags, etc.

September

▶ **Action**

- ▶ In-Person:
 - ▶ GOTV: Voter Registration
 - ▶ Email key election dates
- ▶ Virtual:
 - ▶ Political update briefings by GA Staff, other trusted sources

November

▶ **Analysis**

- ▶ Election results
- ▶ Implications for lame duck, FY2028
- ▶ Committee churn*
 - ▶ Historic retirements = committee opportunity
 - ▶ Reinforces value add
- ▶ State-level policy implications



FINAL THOUGHTS



Layer
Messages

Reinforce
Trust

Pacing is key

