

# Post-Roe SCOTUS

Tentative: June 2022

## Resources:

- Tracking videos on abortion
  - [YT playlist — reproductive rights](#)
- [Cecile op-eds](#)
- Tracking clips compilation for Roe (from Media Monitoring)
  - Presidential
  - Senate
  - Gov
  - State-level (SOS, AG, etc.)
- Oppofiles.com on abortion
  - Anything our Republican targets have ever said on abortion
- Comms products:
  - Co-chair statements (Jess, Cecile)
  - Talking points
  - Press call details
  - Op-eds?

## Digital Content Plan:

Item	Description	Staff Assigned	Link	Status	Deadline
VIDEO: direct-to-camera responses	From Jess on importance of state-level races  From Cecile on reproductive health care	Amir/Kait		APPROVED	
SOCIAL: DTC videos	From AB, Cecile, Jess	Kait		APPROVED	
SOCIAL: Twitter Spaces response	Jess/JMD and Cecile within an hour of the ruling, hop on to talk about implications <ul style="list-style-type: none"> <li>• Will need 30 min of prep</li> <li>• What happened</li> <li>• What this means for the midterms</li> <li>• Highlight AB's work to counteract</li> <li>• Importance of state-level races moving forward</li> </ul>	Alex/Kait		APPROVED	
SOCIAL: Post-Roe state level decision, what's next  GEORGIA	The #SCOTUS vote to overturn #RoeVWade means #GAGov @BrianKempGA's heartless six-week abortion ban will likely go into effect in a couple months.  We need to fight back by holding Republicans accountable this November. #GAPol <a href="https://www.ajc.com/politics/politics-blog/the-jolt-perdue-gop-senate-candidates-p">https://www.ajc.com/politics/politics-blog/ the-jolt-perdue-gop-senate-candidates-p</a>	Alex		APPROVED	

	<a href="https://www.usabortionban.com/2022/05/02/ush-abortion-ban-even-after-rape-or-incest/LQWIYTHO65FHZCEOQVB6DU4UFM/">ush-abortion-ban-even-after-rape-or-incest/LQWIYTHO65FHZCEOQVB6DU4UFM/</a>				
SOCIAL: Post-Roe state level decision, what's next  NEVADA	#NVGov GOP candidates @DeanHeller and @JoeLombardoNV have dreamed of defying the majority of Nevadans supporting safe and legal abortion.  Because #SCOTUS' decision to overturn #RoeVWade, Nevada's laws preserving abortion access are in jeopardy.		<a href="https://thenevadaindependent.com/article/federal-abortion-protections-at-risk-in-high-stakes-congressional-senate-races#candidate-views">https://thenevadaindependent.com/article/federal-abortion-protections-at-risk-in-high-stakes-congressional-senate-races#candidate-views</a>	APPROVED	
SOCIAL: Post-Roe state level decision, what's next  ARIZONA	If #SCOTUS overturns #RoeVWade, Arizona's 1901 law mandating 2-5 years in prison for anyone who helps Arizonans seek abortion care.  And #AZGov GOP candidates @KariLake and @Karrin4Arizona have made it clear they want to enact a Texas-style bounty law.		<a href="https://www.kold.com/2022/05/02/arizona-is-no-1-state-that-will-be-most-affected-if-roe-v-wade-is-overturned/">https://www.kold.com/2022/05/02/arizona-is-no-1-state-that-will-be-most-affected-if-roe-v-wade-is-overturned/</a>	APPROVED	
SOCIAL: Post-Roe state level decision, what's next  WISCONSIN	An 1849 Wisconsin law — as in, <i>pre-Civil War</i> — would ban abortion with prosecution of up to six years in prison and/or up to \$10,000 in fines if #SCOTUS overturns #RoeVWade.  #WIGov GOP candidate @RebeccaforReal wants an even more extreme law.		<a href="https://madison.com/wsj/news/local/govt-and-politics/abortion-emerges-as-key-issue-in-wisconsin-2022-gubernatorial-race/article_2f7b5caf-b0b5-530a-b515-4a718331aef7.html">https://madison.com/wsj/news/local/govt-and-politics/abortion-emerges-as-key-issue-in-wisconsin-2022-gubernatorial-race/article_2f7b5caf-b0b5-530a-b515-4a718331aef7.html</a>	APPROVED	

SOCIAL: Post-Roe state level decision, what's next  MICHIGAN	#SCOTUS overturning #RoeVWade means Michigan's dormant 1931 abortion ban allowing the prosecution of patients and providers will be revived.  #MIGov GOP candidate @ChiefJamesCraig was caught saying he'd block attempts to repeal the law. #MIPol		<a href="https://pic.twitter.com/eVvstJ5DcM">pic.twitter.com/eVvstJ5DcM</a>	APPROVED	
SOCIAL: Post-Roe state level decision, what's next  PENNSYLVANIA	While abortion is currently legal in Pennsylvania, it's not in the Commonwealth's constitution — which means #PAGov GOP candidates @DougMastriano or @RepLouBarletta could sign the abortion ban the state assembly is almost guaranteed to pass.		<a href="https://www.post-gazette.com/news/crime-courts/2021/12/27/Supreme-Court-Mississippi-ban-abortion-access-clinics-pittsburgh-Pennsylvania-Planned-Parenthood-states-rights/stories/202112260007">https://www.post-gazette.com/news/crime-courts/2021/12/27/Supreme-Court-Mississippi-ban-abortion-access-clinics-pittsburgh-Pennsylvania-Planned-Parenthood-states-rights/stories/202112260007</a>	APPROVED	
SOCIAL: Partnerships	PPFA, NARAL, etc. <ul style="list-style-type: none"> <li>• Set up FB crossposting</li> <li>• Set up IG collabs</li> <li>• Share TW content in Slack DM</li> </ul>	Alex		DONE	
SOCIAL: Repro rights values statements	Bump graphics Re-share to Stories	Alex		APPROVED	
VIDEO: Pardon the Oppo on repro rights	<ul style="list-style-type: none"> <li>• Highlight the crazies at the gov/SOS/AG level (post-primary)</li> </ul>	Thomas/Amir		APPROVED	
SOCIAL: Pardon		Alex		APPROVED	

the Oppo					
VIDEO: R supercut (vertical)	<ul style="list-style-type: none"> <li>• All the craziest quotes on abortion</li> <li>• Use on abortion-specific splash page</li> </ul>	Thomas		APPROVED	
SOCIAL: R supercut	Reels/Tik Tok	Matt		APPROVED	
SOCIAL: text-only values statements	Retweetable/shareable, short	Kait		APPROVED	