

**DON'T LET THESE MEN
PUT IVF AND BIRTH
CONTROL AT RISK.**
CARENC.ORG



C.A.R.E.
COALITION
AGAINST
ROBINSON'S
EXTREMISM

PEOPLE OF FAITH FOR
ABORTION ACCESS

ABORTION
IS
HEALTHCARE

PEOPLE OF FAITH FOR
ABORTION ACCESS

ABORTION
IS
HEALTHCARE

WINNING NORTH CAROLINA

THE STRATEGY, PROCESS,
AND WORK



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INTRODUCTION

While the progressive and Democratic ecosystem are reckoning with the nation's embrace of a second Trump presidency, a curious and promising truth is that North Carolina voters soundly rejected the far-right platform amplified by GOP gubernatorial candidate Mark Robinson, and his cronies down ballot, and it is a fair assumption that the coalition formed and the plan executed were a driving force behind voters bucking the red wave trend.

In response to Mark Robinson's declaration of candidacy in April 2023, the Coalition Against Robinson's Extremism (CARE) was formed and laser focused on one goal: ensuring North Carolinians reject Robinson, and by extension, the MAGA brand, for its extremism.

In North Carolina, Governor-elect Josh Stein got more votes than any other candidate, including Donald Trump. As a collective, we elected a Democratic Governor, Lt. Governor, Attorney General, and State Superintendent of Public Instruction, and broke the Republican supermajority in the legislature.

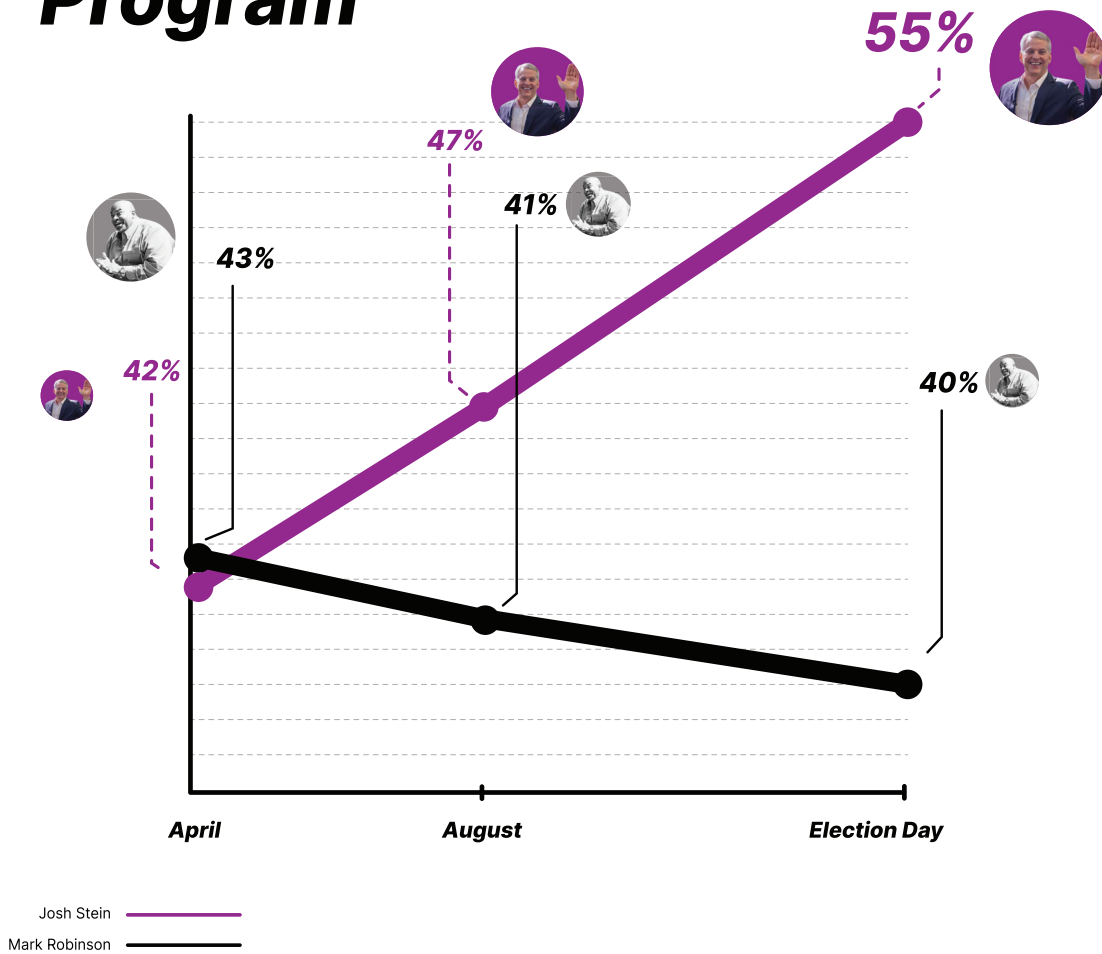
Our earliest take, which undoubtedly will be expounded upon, is that we were able to defeat the candidates we most closely tied to Robinson. The empirically rooted messaging, rapid content creation, reporter education, and partner cohesion established through CARE positioned us to consistently and proactively tie the entire GOP slate to Robinson.

Due to the national media attention Mark Robinson received for the infamous "Black Nazi" revelation, it will be tempting to say that Robinson was too flawed of a candidate to win. But our polling told us differently:

In April 2024, our internal polling of 1,500 North Carolina likely voters showed Robinson leading Stein by 1 point (42% Stein / 43% Robinson / 14% undecided). In a state with a Republican advantage, and Trump at the top of the ticket, there was no guarantee that undecideds would break in our favor.

In August 2024, after five months and \$5 million of paid communication from CARE, and well ahead of the infamous CNN story or much significant national attention, our internal polling of 3,000 North Carolina likely voters showed the gubernatorial race had moved from Stein -1 to Stein +6, including an 11-point net shift in support for Stein among voters of color.

Paid Program



Without our long-term messaging strategy and large-scale paid program, North Carolinians would be less safe, free, and prepared to face Trump's second term.

Below you will read about how we did it – how we built a multiracial statewide coalition that

communicated a story, early and consistently, about the threats of far-right policies and politicians to North Carolinians. We used many different tactics – research, reporter education, events, storytellers, faith organizing, and paid communications – to weaken far-right politicians and destabilize their ability to run successful campaigns in North Carolina.

THEORY OF THE CASE

Mark Robinson enjoyed a meteoric rise to fame after his impassioned defense of gun rights at a Greensboro City Council meeting went viral in 2018. In two years, Robinson went from an armchair observer to the highest ranking African American ever elected in North Carolina.

During his tenure as Lieutenant Governor, Robinson quickly became a right-wing darling, a sought-after speaker nationwide, and the leader of the NCGOP. Two years into his term, Robinson's extreme positions were already well documented as he made headlines for his antisemitism, homophobia, racism, and more.

Despite these glaring red flags, North Carolina Republicans across the state embraced him as their anointed leader. Legislative leaders even chose him to give their party's official response to Governor Cooper's final State of the State address.

It became apparent that no amount of extremism would stop the NCGOP from embracing and backing his candidacy, and that it would be up to the progressive ecosystem to define his positions to North Carolinians.

Robinson's charisma and cross-racial appeal with both Black and white Christian audiences made him a uniquely compelling candidate. We knew that he would try to present himself as a different candidate than the firebrand extremist we had come to know. And we determined that a united, multi-racial coalition would be the best vehicle to make the case against a Robinson governorship.

It was our mandate to collectively build and execute a unified strategy to define Robinson early and to a range of audiences. Based on our analysis of our state's electoral map, we sought to reach a broad range of women and North Carolina's Black, Latine, and AAPI communities.

After 10 years of coalition building, our progressive ecosystem was primed to get in a new formation to:

- Create a research-informed story of who Robinson is and what that means for how he would govern
- Communicate early and often about how his temperament and political beliefs would negatively impact North Carolinians' day-to-day lives
- Proactively create situations that force Robinson to react on our terms and disrupt his campaign's narrative

RESEARCH AND MESSAGING

North Carolina voters first truly learned about some of Robinson's extreme positions in the final month of his 2020 campaign for lieutenant governor. In late September 2020, a WRAL article highlighted a series of Robinson's social media posts laden with homophobic and antisemitic rhetoric. Robinson refused to apologize and doubled down on his hatred.

Due to limited resources and attention on the race, there simply was not enough time for his opponent, Yvonne Holley, to educate the electorate on what Robinson stood for. Robinson was propelled to the Lt. Governor's mansion despite Democratic Governor Roy Cooper winning re-election.

It was immediately apparent that further opposition research was needed to understand Robinson's background and positions and Robinson announced his intention to run for higher office shortly after being elected Lt. Governor.

In 2021, we commissioned a detailed opposition research report on Robinson. We shared our findings with key partners and stakeholders and built a robust media monitoring infrastructure to track Robinson's public statements and movements. Through this work, we were able to place a multitude of news stories holding Robinson accountable for his positions as LG.

Our opposition research and media monitoring provided an abundance of information that we sought to present to voters. Given the breadth of possible Robinson vulnerabilities – and his proven ability to overcome them and win statewide – we wanted to start our research speaking directly with a wide swath of voters. To that end, we conducted six focus groups in June 2023, to learn what voters liked about Robinson, what gave them pause, and what they were looking for in their next governor.

We talked with Black, white, and Latino voters; in major metros like Charlotte and Greensboro and in small towns and rural areas in eastern North Carolina; with both younger and older voters; college and non-college educated North Carolinians.

Immediately, we saw the parts of Robinson's bio

that resonated with people – Robinson's humble beginnings, his factory work, a bootstraps life story that felt relatable. We also saw an often physical aversion to some of his more extreme rhetoric – women were appalled by his misogyny, Black people were shocked by his racist comments, and across the board, voters were disturbed by his affinity for conspiracy theories.

Coming out of our first round of focus groups, we felt confident that hammering Robinson on his history of misogyny and his support for a total abortion ban would be an effective line of early messaging for white women, both college and non-college educated. But we knew we had to better understand other parts of the electorate. Despite their unease over some of his conspiracy boosting, would college-educated white men default to Robinson because of the Republican brand of lower taxes and less regulation? Despite his racist comments, would Robinson be able to peel off a critical mass of Black voters by appealing to their faith? Which way would the small but critical Latine electorate swing?

With many big questions still outstanding, we followed up our initial round of focus groups with a second round of qualitative research, this time more targeted to the groups we needed to better understand. We conducted a multi-day online study with three groups: Black Christians, Latines, and college-educated white men across the state, with particular attention to ensuring we heard from voters in suburban and rural counties.

Our second round of qualitative research helped us clarify what was working and identify ongoing challenges. We confirmed that Robinson's anti-Black rhetoric was extremely effective in turning off Black voters, including religious and rural folks. We found that his conspiracy theories were very off-putting to college-educated white men, but not a dealbreaker for people of color, who cited government sanctioned lies like the Tuskegee Experiment as reason to always be a little distrustful of official narratives. We found that Robinson's callous statements about mass shooting survivors helped make his typical Republican stance on guns even less palatable. We also continued to see Robinson's working class roots resonate,

particularly with our Latine audience. We learned that attempting to chip into Robinson's financial bona fides by detailing his personal financial failings would backfire, with many voters saying unpaid taxes and debt made him more relatable.

We then took our learnings from the qualitative and fielded a statewide poll that allowed us to create a messaging framework that would guide us through Election Day. With the poll, we were able to quantifiably say that Robinson's plan for a total abortion ban was the top

testing message against him – an extremely effective attack not just with white women, but with Black and Latina women, with Democrats and Independents, and even with many men. We also confirmed that his anti-Black rhetoric was a dealbreaker for Black voters, particularly for Black women. And we found that his radical education plan – particularly his statement in his memoir that he would want to eliminate science and history from elementary school curriculum – was a key message that brought more conservative leaning audiences into the fold.

All this allowed us to create the dual framework that guided the rest of our campaign: 1) Mark Robinson would make North Carolina a worse place to live and raise a family (see: abortion, education, guns) and 2) Mark Robinson's bad character disqualifies him from being a leader (see: anti-Black rhetoric, misogyny).

IMPLEMENTING THE DATA

Every research instrument was crafted and executed in partnership with coalition members. We established a subcommittee of key partners that would give ongoing feedback on our instruments. Results and findings were shared during our regular meetings and included directives for each organization to take back to their respective programs.

As a coalition, we planned our earned media strategy based on the data. We quickly learned that not only did we need to educate the electorate on Robinson's extreme statements and positions, but we needed to explain how they would translate into policies that hurt North Carolinians.

Our research showed that voters were particularly moved by Robinson's positions on women's rights, education, and guns. As a coalition, we worked to identify opportunities and execute an earned media strategy to highlight these issues as much as possible.

EARNED MEDIA HIGHLIGHTS

Earned media was one of many tactics utilized by CARE to reach our targeted audiences. When we launched, we set a goal of generating an average of at least \$75,000 in earned media a month. **As our coalition grew and many more people were paying attention to Mark Robinson, it became clear that we would handily exceed this goal.**

In 2024, CARE generated:

- Over 90 Robinson media hits
- Over \$50 million in earned media
- An average of nearly \$4.2 million in earned media a month

Our research also revealed that chosen messengers are just as important as our chosen messages. We worked as a collective to recruit and train members of our own

communities and organizations to be storytellers for our earned and paid media efforts. As a group, we created a list of over 100 storytellers that were prepared to be deployed for media in a variety of mediums.

In addition to in-state events and storyteller cultivation, CARE took special care in cultivating relationships with national reporters. We created and executed a national outlet program that included building contacts at both mainstream publications, such as The Washington Post and The New York Times, and with outlets directed at political insiders and decision makers, such as The Hill and Politico. The result included stories with direct quotes from CARE leadership and storytellers, and a fuller understanding from national reporters of the threat of Robinson and the collective effort to defeat him.

THE LAUNCH

CARE publicly launched on April 25, 2023, two days after Robinson officially announced his candidacy for Governor. We held a press event in Raleigh featuring speakers from each of our founding partner groups, led by America Votes NC Executive Director Ashlei Blue. In this event, we announced our intention to pool our resources and collective power to defeat Robinson's candidacy.

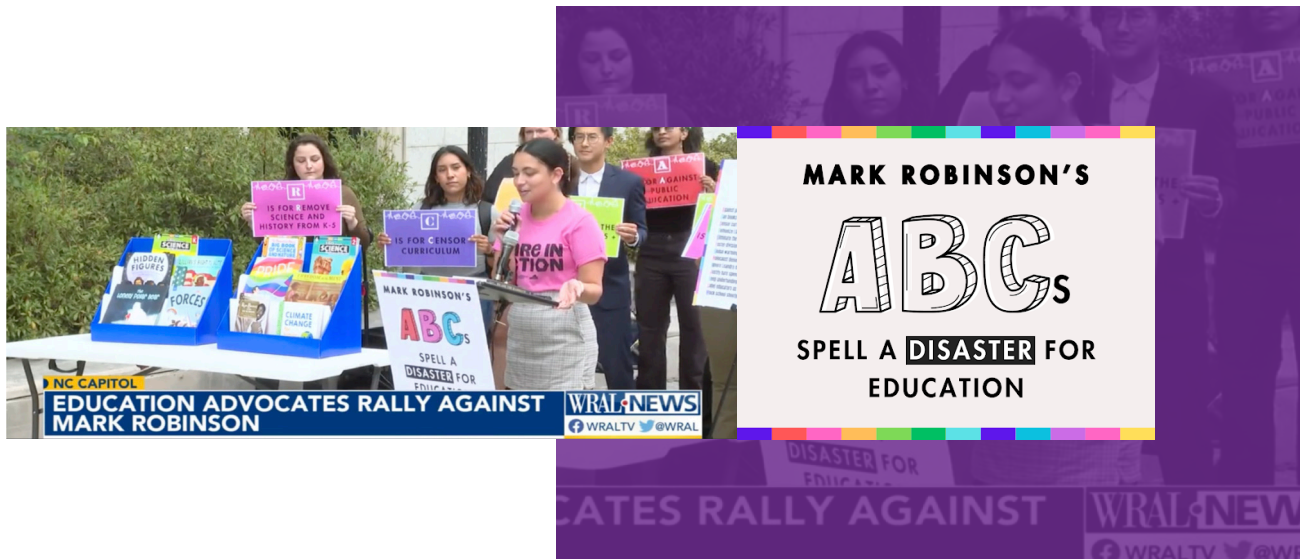


ROBINSON'S ABCS

In August 2023, we launched an earned media campaign titled “Robinson’s ABCs” to highlight Robinson’s extreme views on education. We produced an A to Z list of some of his most outrageous statements and beliefs. Partners shared digital content from the campaign on their social media accounts and directed people to the CARE website to learn more about Robinson. Since Robinson claimed he wanted to ban science and history from elementary schools if elected Governor, and our research told us that voters were

extremely concerned about this, we held the press event for the ABCs campaign on the Bicentennial Plaza that connects North Carolina’s science and history museums.

The event featured speakers from a number of CARE affiliated organizations. We had colorful schoolhouse themed signage displaying Robinson’s positions and a shelf of science and history books for elementary students.



MEDICAID EXPANSION

In the winter, North Carolinians eagerly awaited the launch of Medicaid expansion, an accomplishment made possible by over a decade of lobbying from the progressive ecosystem and bipartisan work between Gov. Cooper and the legislature. While the majority of Republicans were quick to cosign health-care expansion once a deal was struck, Robinson remained firmly in opposition. Notably, when asked what he thought of the bipartisan effort to expand Medicaid, Robinson said “I hope it fails.”

The coalition came together to generate an earned media plan to celebrate one of our biggest policy accomplishments of the decade while reminding North Carolinians that it would not be possible with someone like Robinson in power. We launched a “thanks for nothing” holiday card campaign featuring original

images of Robinson depicted as the Grinch and Scrouge. We had hundreds of cards printed and had partners distribute them for their communities to sign. We also created a digital card for people across the state to sign

The week of the Medicaid expansion launch, we held a press event outside of the Lt. Governor's mansion where we had a staff member dress up as the Grinch and deliver our "thanks for nothing" cards directly to Robinson. We collected hundreds of signatures digitally and in printed cards from constituents celebrating our state's historic expansion of healthcare access.



REPRODUCTIVE RIGHTS & FAITH

In January 2024, we wanted to use the would-be anniversary of Roe v. Wade to generate earned media on Robinson's extreme abortion position. We worked together to pinpoint the best way to do this on an already event-filled day, and made the decision to organize a multi-faith press event and rally to support abortion access.

This event was supported by CARE staff and memhighlight the faith leaders as individuals. Several leaders spoke about the importance of rejecting leaders such as Robinson who do not align with the tenets of their faith.



MARK MADNESS

As the March 2024 Republican primary election drew near and we moved closer to a Robinson victory, the coalition planned a full court press to highlight the dangers of his candidacy. Dubbed “Mark Madness” in basketball-obsessed North Carolina, we created a bracket challenge highlighting Robinson's positions on key issues. We hosted the challenge on our website and encouraged people to fill in their own. Users could view additional information about each position as they cast their votes. The positions with the most

votes in total were selected for our “Final Four.”

Our team also took a large print out of the bracket to powerhouse schools in college basketball such as UNC Chapel Hill and NC State University. We conducted “man on the street” interviews and asked students to fill out a bracket, highlighting both Robinson’s extreme policy positions and the fact that he hates basketball.



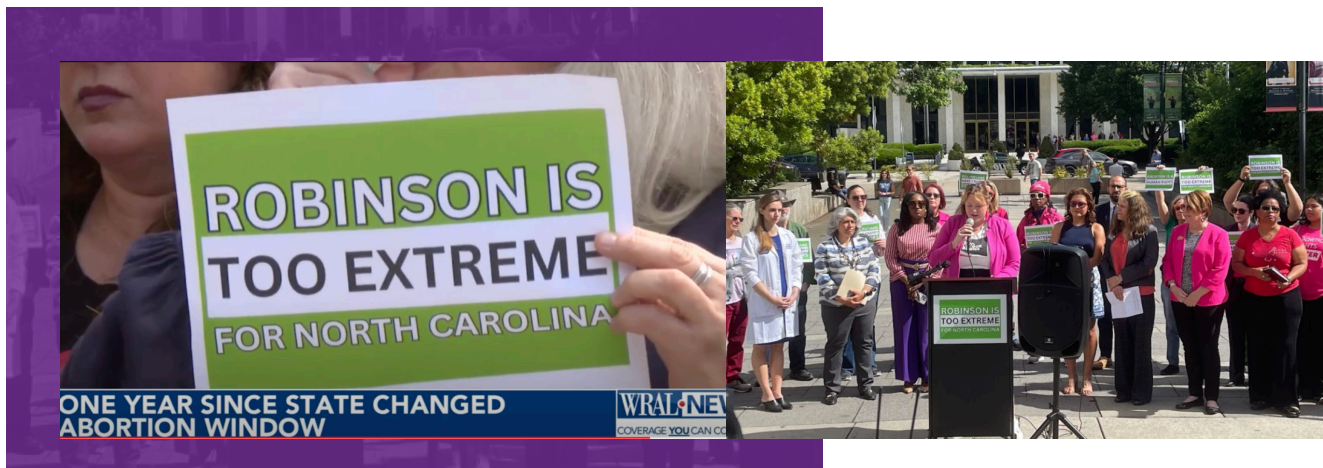
Two days after the primary, we hosted simultaneous press events on the four corresponding issue areas in the bracket, assigning each to a different media market in the state. We talked about the environment in Wilmington, reproductive rights in Charlotte, gun violence in Greensboro, and education in Raleigh.

Following Robinson’s decisive victory in the Republican primary, a flurry of national media descended on North Carolina, eager to report on the NCGOP’s bombastic, Trump-endorsed nominee. As a coalition, we were prepared and able to educate reporters on Robinson’s background and positions, ensuring that they would not fall for his election-year persona.

Later that month, CARE launched a \$5 million paid media campaign. We began far earlier than normal for political communications, because the coalition recognized the imperative of early communication with Black and Latine voters, whom polling indicated were key Robinson targets. The ads, which featured validators of color, focused both on Robinson’s long history of racist and misogynistic statements, as well as his anti-abortion and anti-education policy positions.

ABORTION BAN

Throughout the summer, we continued to generate earned media around Robinson's support for a total abortion ban. We identified opportunities such as the anniversary of North Carolina's 12-week abortion ban and the Dobbs decision anniversary. We used these hooks to generate press interest and identify storytellers who would be willing to share their own experiences. We held events and produced a multitude of opinion pieces on this issue.



NO FAITH IN ROBINSON

During the summer and fall, we also worked with Rev. CJ Brinson to launch a series of revivals and accompanying "No Faith in Robinson" press events with faith leaders. We held events in multiple media markets across the state and featured speakers from all different backgrounds speaking out against Robinson.



PUBLIC EDUCATION IS AT A CROSSROADS

As back-to-school season approached, our polling revealed that the work we had been doing to move voters against Robinson was undeniably working. Our imperative was to keep our foot firmly on the gas while working to expand our work against Robinson to include his Republican allies up and down the ticket. In particular, our polling showed our NC Superintendent race was at a dead heat.

Republican candidate Michele Morrow was one of Robinson's earliest supporters and holds extreme views that would have dismantled public education in our state. As a coalition, we worked to make a connection between Morrow and Robinson in our earned media efforts. We hosted a train-themed press event about the Robinson-Morrow agenda for education, a nod to Robinson's known obsession with trains. We also hosted a webinar with educators and advocates to educate the press on the dangers of electing Morrow.



ROBINSON'S FRIENDS

In mid-September, CNN dropped the now-infamous Robinson story, exposing him as a self-proclaimed "Black Nazi" who frequented porn websites and suggested bringing back slavery. Republicans across the state quickly tried to distance themselves from Robinson, deleting photos and declining to answer whether or not they would continue to support him.

The day the story was published, we created a page on the CARE website titled "Robinson's Friends" that included photos of Robinson with Republican candidates up and down the ballot. As a group, we worked to hold the slate accountable for their support of Robinson and ensured most would have to wear the albatross of his candidacy.



MLK III

Later that week, our team organized a weekend of events in Rocky Mount with Pastor James Galliard, headlined by Martin Luther King III and Andrea Waters King. The King family spoke directly with eastern NC voters and made the case against Robinson, who has repeatedly disparaged the Civil Rights Movement and Martin Luther King Jr.'s legacy.



GET OUT THE VOTE

In October, we shifted our collective effort to get out the vote for our candidates up and down the ticket. We recruited media personality Claudia Jordan to come down to North Carolina to help us reach voters in the Greensboro area. We held a Get Out The Vote rally at NCA&T, the state's largest HBCU, during homecoming and marched with students to the on-campus polling place to vote early.



ROBINSON & GRIFFIN

Continuing our down ballot work, we sought to make the connection between Robinson and Republican state Supreme Court candidate Judge Jefferson Griffin. Like Robinson, Griffin also expressed support for a total abortion ban that would put access to contraception at risk. We launched a statewide billboard campaign with stationary and mobile billboards highlighting the positions of both candidates.

We worked with our partners at Planned Parenthood and Down Home NC to plan events featuring our mobile billboard truck in four different media markets. We highlighted storytellers and supported canvass launches for organizers working to defeat Robinson and Griffin.



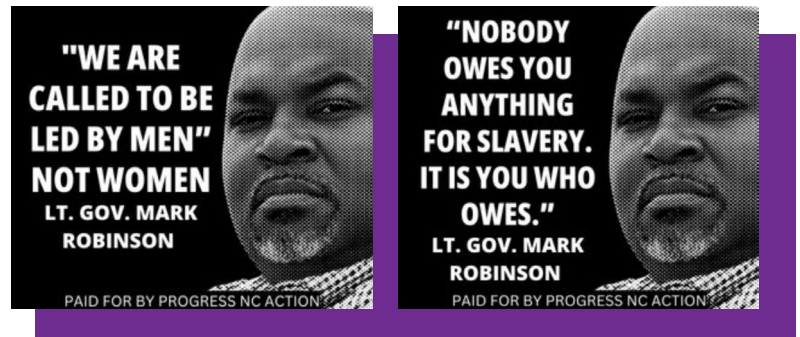
PAID MEDIA HIGHLIGHTS

Our early research highlighted the very plausible path to victory that Mark Robinson could lay for himself – portray himself as a moderate, and peel off enough unaffiliated, Black, and Latine voters to whom his biographical story most resonated. Recognizing this, we knew we had to act quickly to define Robinson before he could establish this narrative for himself. Our strategy was clear: launch a paid communication program early to keep Robinson on the defensive throughout the campaign and shape the conversation on our terms.

We began our program with the target audience polling told us was most receptive to Robinson's biography: Black and Latino men. In February, we launched a radio campaign targeted to these au-

diences. On Black radio, we highlighted Robinson's anti-Black rhetoric and on Spanish radio we demonstrated his poor work ethic, a key message that had resonated with our Latine audience. By April, we further amplified our message to these audiences by adding in digital and print components.

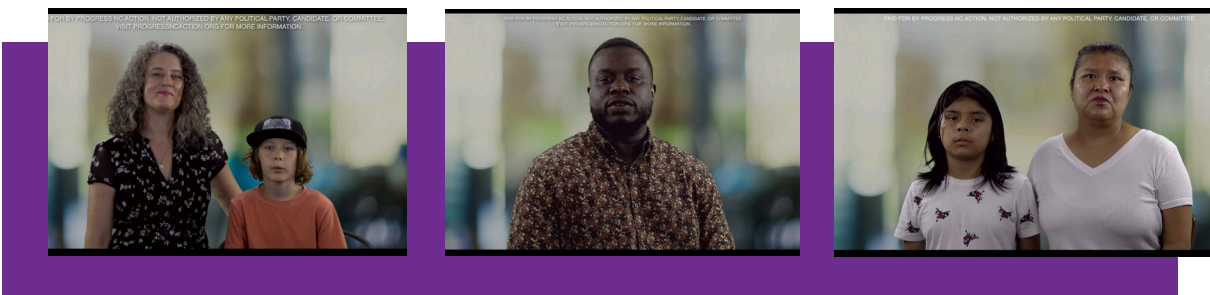
As the campaign progressed, we continued to refine and expand our target audience. In May, we expanded our audience to include white, Black, and Latina women, and college-educated white men, in addition to Black and Latino men. The focus was on Robinson's record of misogyny, using our most persuasive arguments to highlight his negative stance on women's rights and his history of harmful statements.



By June, we intensified our efforts and split our messaging to better address the concerns of different demographics. For Black audiences, we focused on Robinson's anti-Black rhetoric, rolling out a compelling ad featuring Martin Luther King III. This ad was timed to coincide with both Juneteenth and Father's Day, leveraging the emotional resonance of these occasions to deliver a powerful message. Simultaneously, we targeted white and Latine audiences with ads that highlighted Robinson's staunch anti-abortion stance. Later in the month, we expanded the abortion messaging to include Black audiences, ensuring our message reached a broader cross-section of voters.

In July, once we had successfully laid the groundwork to erode Robinson's favorability, we began to focus more intensely on his proposed policies, which polling showed was crucial to ensure voters didn't just "hold their nose" as they voted for him. We focused on a top-testing message – Robinson's controversial positions on public education. We tailored this message to all of our target universes, ensuring that each demographic received unique content from messengers who would resonate most strongly with them. This final push effectively solidified our narrative, reinforcing Stein's values while keeping Robinson's controversial positions in the spotlight.

Throughout the campaign, our early and strategic use of paid communications allowed us to define Robinson on our terms, respond quickly to emerging issues, and keep him on the defensive. The result was a campaign that successfully shifted public opinion and helped Stein gain traction as the race evolved.



COALITION FORMATION AND GOVERNANCE

At the beginning of 2023, Progress North Carolina, America Votes NC, and Put NC First came together to determine how to best work with the progressive ecosystem to defeat Mark Robinson. We developed a CARE Coalition Staff team that would work across organizations. This staff team included:

- Jess Jollett, Progress North Carolina
- Elisabeth Greenleaf, Progress North Carolina
- Durrell Johnson, Progress North Carolina
- Eleanore Wood, Progress North Carolina
- Pia Nargundkar, Progress North Carolina
- Grace Navarroli, Progress North Carolina
- Ashlei Blue, America Votes NC
- Nervahna Crew, America Votes NC
- Scott Lewis, America Votes NC
- Liz Kazal, Put NC First
- Jazmyne Childs, Put NC First
- Rev. CJ Brinson, Down Home NC

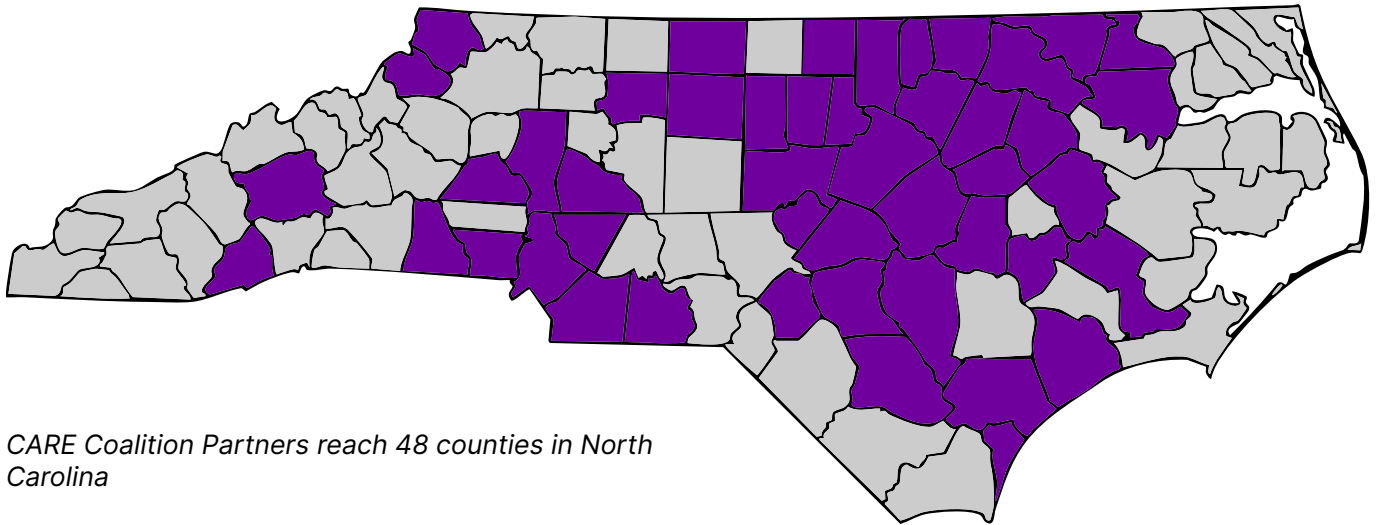
The team came together to build a campaign plan and a statement of our shared purpose and commitments. Together, we worked to get feedback and buy in from partner organizations across the state, inviting them to sign on to our mission and begin meeting biweekly as a coalition.

For the first few months, we also held a steering committee of partners invested in helping us lead the coalition and get it off the ground.

Our partners were eager to get involved based on the deep relationships Progress North

Carolina, America Votes NC, and Put NC First have been building for years. We were able to create a collaborative meeting space where partners could openly share ideas and feedback that would be implemented at scale by the CARE staff team.

When we officially launched in April 2023, we had 13 in-state partners. By the summer of 2024, we grew to 25 partners, including national organizations that were eager to get involved with our mission.



CARE Coalition Partners reach 48 counties in North Carolina

With such a large coalition, we had a number of functioning “caucuses” within the group that could work together on specific projects. We focused a lot of our efforts on reaching voters of color across North Carolina and partners working within those communities were able to come together within the coalition to execute a shared strategy for paid and earned media.

We also knew that we needed to insulate portions of the electorate from Robinson’s weaponization of white Christian nationalism. To address this, we built a multi-

faith organizing space where we gathered faith leaders from across the state to educate them on the dangers of a Robinson governorship. We were able to equip these faith leaders with the tools needed to reach their congregations.

We brought in Reverend CJ Brinson from Down Home NC as a part-time member of the CARE staff team to lead our multifield organizing efforts. Rev. Brinson held a series of revivals across the state with accompanying press events in four different media markets.

We also developed partnerships with Pastor Mitch Summerfield (Raleigh) and Pastor James Galliard (Rocky Mount) who lead large, predominately Black congregations. Pastor Summerfield and Pastor Galliard held large scale events with members of their community and executed Get Out The Vote efforts supported by CARE partners and resources.

BUDGET

ITEM	COST
Progress NC Paid Communications	\$4,421,575
Partner Paid Communications	\$144,400
Opposition Research	\$26,000
Qualitative and Quantitative Research	\$291,807
Catalist & Impact Polling Project	\$449,500
Ad Testing	\$100,620
Earned Media Events	\$7,000
Coalition Meetings	\$15,000
TOTAL: \$5,455,902	

LESSONS LEARNED

The biggest takeaway from CARE is that early communication works. We produced opposition research in 2021, and began an earned media strategy as Robinson launched his term as Lt. Governor. We executed extensive public opinion research about the electorate in 2022 (see NC Narrative Project), and specific opinion research on Robinson in 2023. We pitched our theory of the case to donors and strategists and were producing paid digital ads for testing in the winter of 2024. We launched our paid campaign in the spring of 2024, long before we saw any Republican spending, as an inoculation strategy. It was our goal to educate the electorate so that when our partners began hitting doors, there was a baseline, universal understanding about Robinson. Our polling, anecdotal data from the field, and the election results demonstrate our success.

We learned North Carolina’s progressive infrastructure benefits from having a shared com-

munications strategy space. The ability to create and execute communications efforts across partners was incredibly valuable this cycle. As an ecosystem, we believe that maintaining a similar formation to CARE will be vital to our continued success. Convening this space also unlocked a way to get more partners bought-in on research and messaging by bringing them in on the ground floor. By involving partners in the entire process, our members were much more receptive to utilizing shared messaging and executing our agreed-upon strategies.

We learned that investing and committing to in-person meetings works. We made the choice to hold regular meetings and provide lunch on a bi-weekly basis. This investment proved worthwhile in bringing people to the table and encouraging meaningful participation in face-to-face meetings. Our coalition members would come to the space prepared to be engaged.

APPENDIX: PARTNER ORGANIZATIONS

Action NC
Advance North Carolina
America Votes
Carolina Federation
Committee to Protect Our Health Care
Common Defense
Down Home North Carolina
EDF Action
Equality North Carolina
Indivisible North Carolina
La Fuerza North Carolina
Mi Familia Vota
National LGBTQ Task Force

NextGen
North Carolina A. Philip Randolph Educational Fund
North Carolina AFL-CIO
North Carolina Asian Americans Together
North Carolina Association of Educators
North Carolina League of Conservation Voters
North Carolinians Against Gun Violence
Planned Parenthood South Atlantic
Pro-Choice North Carolina
Progress North Carolina Action
Red Wine & Blue
Unite Here NC

APPENDIX: MEDIA HIGHLIGHTS

- **New York Times:** [Who Is Mark Robinson, the GOP Nominee for North Carolina Governor](#)
- **USA Today:** [Anti-Trump' Republicans in North Carolina feel alienated by Mark Robinson](#)
- **Washington Post:** [N.C. GOP nominee compared Planned Parenthood, men with saggy pants to KKK](#)
- **NC Newsline:** [Students remember Lt. Gov. Mark Robinson's 'cruel comments' on Parkland shooting anniversary](#)
- **WRAL:** [Education advocates take aim at Robinson as 2024 looms closer](#)
- **News & Observer:** [Mark Robinson says he can attract Black voters to the GOP. Black voters disagree](#)
- **WRAL:** [Tragedy 8 years ago is no platform for hate or bigotry](#)
- **News & Record:** [Arndrea Waters King: Mark Robinson is no Martin Luther King Jr.](#)
- **MSN:** ['No faith in Robinson': NC church leaders call out far-right Christian nationalist candidate](#)
- **NC Newsline:** [Democrats, education advocates link Morrow to Robinson, describe threat to public schools](#)
- **ABC11:** [Martin Luther King III responds to alleged comments Lt. Gov. Mark Robinson said about his father](#)
- **Yahoo News:** [NC Lt. Gov. Mark Robinson is dangerously disconnected from reality of American gun violence](#)
- **Triad City Beat:** [Greensboro — Mark Robinson is not our native son](#)
- **Cardinal & Pine:** [On Parkland shooting anniversary, teens like me won't forget the politicians who stopped gun reform](#)

