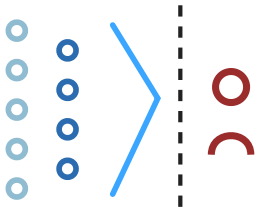


Principal Brief // two-minute read

- THREAT DOCTRINE
- RESIDENTIAL EXPOSURE
- INFLUENCE MAPPING



You Cannot Schedule the Trigger

Every contested issue holds a reservoir of grievance that is there whether anyone is organized or not. You cannot choose when it ignites, though you can often see the ignition points coming. You can influence how easily it finds your name.

WHAT HAPPENED

Grievance becomes a campaign through five stages: a reservoir, a trigger, a focus, mobilization, and persistence. The third is where a privacy practice has direct leverage. Campaigns choose a focus for a mix of blame, findability, symbolism, reachability and leverage, and in one case tracked start to finish here, leverage beat findability outright.

WHY IT REACHES YOU

Because public controversy and personal exposure are different problems. The first may be unavoidable and sometimes deserved. The second is partly a function of how cheaply you can be found, named and reached at home, and that is the part you can maintain in advance.

THREE THINGS TO TAKE FROM THIS

- 1

Prevention, not response

These measures work before a trigger and are far weaker once a campaign has already named you. Expect maintenance, not a clean state.
- 2

Focus can be assigned

An adversary can name you for the audience. Hiding the public record cannot answer that; a disclosure record you can produce today is the primary pre-positioned defense.
- 3

Know which legibility

Your home address can be made harder to reach. Your name on a filing cannot. Those need different answers from different functions.

DO THIS

- ☐

YOU, BEFORE THE NEXT FORESEEABLE TRIGGER

Run the legibility audit. Votes, earnings, layoffs, renewals and permit lapses are all on a calendar you can read.
- ☐

YOU, WITH COUNSEL AND FINANCE

Keep funding, ownership and disclosure current enough to produce on a day's notice.
- ☐

YOU, WITH YOUR FAMILY OFFICE

Treat household and staff exposure as a standing variable on a schedule. Removed records come back.

NOT THE STORY YOU MAY HAVE HEARD

This does not make scrutiny select someone else, and it should not. Across four documented cases, three stayed entirely on public roles and never reached anyone's private life. Focus-denial is insurance against a rare severe outcome, not a shield over the whole sequence, and where you are genuinely the story the answer is substantive.

HOW SURE WE ARE

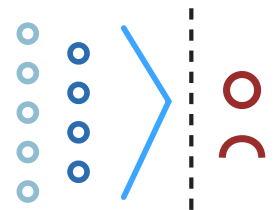
High on the two legibilities and on assigned focus. Moderate on what suppression buys, revised down from the first edition. Rejected: that campaigns primarily pick the most findable person, which one documented case contradicts.

THE FULL COMMAND BRIEF FOLLOWS: THE FIVE STAGES, THE SELECTION FACTORS, THE COUNTERMEASURE MAP, AND THE AUDIT.

CB-144

Trigger and Focus

"Public controversy and personal exposure are not the same thing. The first may be unavoidable. The second is partly engineered by how easily you can be found and named."



Every contested issue carries a standing reservoir of grievance that exists whether or not anyone is mobilized. The danger is the moment an event turns that grievance into attention and the attention attaches to a person. A principal cannot control when the event arrives, and cannot drain the reservoir. A principal can influence how easily the controversy becomes personal. This brief locates exactly where that conversion happens, what a privacy and intelligence practice can do about it, and, in a new section, how the model performed against four documented cases that have since run their course.

BLUF. Latent grievance does not become a directed campaign on its own. An event activates attention, a focus directs it, and organization determines whether it persists. This is a targeting model, not a complete theory of how movements form. Framing, resources, networks and political opportunity all matter, and no privacy measure touches most of them. What footprint work touches is one specific step: how easily rising controversy attaches to a named individual and expands into personal exposure.

Target selection does not track culpability alone. Campaigns tend to concentrate on whoever is easiest to identify, explain, symbolize, reach and pressure. Legibility is a major input and not the only one, and this edition records a documented case where it was not decisive. Reducing personal legibility raises the cost of turning a policy or commercial dispute into doxxing, family exposure and physical risk. The effect is substantial and it is bounded, and Figure 4 states both halves side by side: every constraint on this work has a method against it, and none of those methods reaches immunity. It does not erase legitimate accountability and it does not by itself decide which target a campaign chooses.

► SCOPE AND BOUNDARY

This doctrine addresses the conversion of public controversy into *personalized exposure, harassment, and family or physical risk*. It is not a method for obscuring decision-making responsibility or defeating legitimate scrutiny. Where a principal is genuinely the subject of a fair grievance, the answer is substantive, not cosmetic.

THE RESERVOIR // SENTIMENT IS ALWAYS THERE

On any contested issue there is a standing pool of grievance that predates any campaign and outlasts it. It is potential energy, not kinetic. Polling it, or reading the social surface for it, tells you the temperature of the room. It does not tell you whether the room is about to move. The common error is to treat a quiet surface as a safe one: quiet means the reservoir has not been activated, not that it is empty. The mirror

error, documented in CB-143, is to treat a loud surface as proof of organization. Measuring sentiment tells you the temperature. It does not tell you the threat.

FIGURE 1 // THE PATH FROM LATENT GRIEVANCE TO A PERSISTENT CAMPAIGN

Stage	What happens	What a private party can do	Owning function
1 // RESERVOIR	Latent grievance, present whether or not anyone is organized.	Read it. You cannot drain it.	Narrative intelligence
2 // TRIGGER	A vote, leak, price rise, incident or viral post converts grievance into attention.	Anticipate the foreseeable ones. You cannot schedule them.	Public affairs, counsel
3 // FOCUS	Attention seeks a target it can name and explain.	The one stage with real leverage. Raise the cost of attaching to a person.	Data exposure, comms
4 // MOBILIZATION	Organizers, frames and resources turn attention into coordinated action.	Observe and respond substantively. Little direct influence.	Comms, legal
5 // PERSISTENCE	The effort sustains across cycles, or decays back into the reservoir.	Respond. Endurance turns on organizers and opportunity, not on you.	Comms, protection

Naming all five stages is what keeps the model honest. It shows that trigger and focus are recurring analytic stages in a sequence rather than sufficient causes of a movement, and it locates precisely where a practice can and cannot act. A trigger without a usable focus is harder to sustain: attention may stay diffuse, attach to an institution, a law or an industry rather than to a person, or decay before coordinated action forms. Personalization is one common path, not the only one. And the reservoir alone does nothing, which is why measuring sentiment mispredicts risk in both directions: quiet reservoirs ignite, and loud ones decay without a focus and an organizer.

SO WHAT

You cannot drain the reservoir or schedule the trigger. Focus is the one stage you can act on, and acting on it is prevention rather than response, which means it has to be done before the trigger fires rather than after a campaign has named you.

LEGIBILITY, NOT GUILT ALONE // HOW THE FOCUS GETS CHOSEN

The load-bearing and counterintuitive point: campaigns do not always select targets in proportion to responsibility. They often concentrate on whoever is easiest to identify, explain, symbolize, reach and pressure. Culpability is one input among several. The academic literature on morally motivated networked harassment describes the same shape, in which an attributed moral violation, rather than an adjudicated one, is what summons a networked response against an individual.

FIGURE 2 // TARGET SELECTION, AS SIX INTERACTING FACTORS

FACTOR	WHAT IT ASKS	WHO CAN MOVE IT
ATTRIBUTION	Can the target be plausibly blamed for the grievance, fairly or not?	Governance and substantive response
LEGIBILITY	How easily can the target be found, named and explained to an audience?	Partly the principal. See Figure 3.
SYMBOLIC FIT	Does the target embody the story the campaign wants to tell?	Largely nobody. It is a property of the frame.
VULNERABILITY	Is the target reachable and pressurable, personally or institutionally?	Partly the principal, through household and access exposure
LEVERAGE	Can this target actually grant the demand? A target who cannot deliver is a weaker strategic choice.	Structural. It follows from the principal's actual authority.
ASSIGNED FOCUS	Has an opposing campaign named this target for the audience, rather than the audience selecting it?	Primarily a disclosure record, with counsel, communications and third-party validation behind it. Suppressing accountability records is counterproductive here and reads as concealment; personal-exposure work continues.

The sixth factor is new to this edition and comes directly from CB-143. A focus is not always discovered by a crowd. It can be conferred by an adversary, and in 2026 that became the dominant form in infrastructure disputes: local opposition organizations publicly named as foreign-directed by senior officials and national investors, and industry-backed advocacy publicly named as undisclosed front groups. In both directions the target did not become legible by accident; it was designated. That pathway is important here because it defeats the standard countermeasure. You cannot suppress your way out of an accusation that you are hiding something, and an attempt to do so confirms the frame. The answer is a disclosure record you can produce on demand.

THE TWO LEGIBILITIES

Legibility comes in two forms that respond very differently to intervention. Confusing them is the fastest way to oversell what privacy work can do, and this edition states the limits more conservatively than the first one did.

	Personal legibility	Role legibility
WHAT IT IS	How easily a crowd finds and reaches the individual and the family.	How easily the person is tied to the disputed decision.
BUILT FROM	Address, family, routine, broker records, breach exposure, old posts, the exposure of people around you.	Title, filings, ownership and lease records, permits, votes, spokesperson role, lobbying registration.
EFFECT OF FOOTPRINT WORK	Substantial, bounded, and maintained rather than finished. Every constraint in Figure 4 has a method against it, and the aggregate effect is to make a principal an expensive target rather than a cheap one.	Marginal to none. If you are the party of record, no removal makes that private, and attempting it reads as concealment.
HONEST CEILING	It does not confer immunity. A determined, resourced or physically present actor can still succeed, and no practice should promise otherwise.	The record exists because the decision was public. That is the system working.
ADDRESSED BY	Structuring at the point of record creation, online-index removal, broker suppression, archive and search remediation, household and staff coverage, breach remediation, all on a continuous cycle.	Governance, spokesperson design, disclosure discipline, substantive response.

A principal can have excellent residential privacy and remain perfectly legible as the accountable decision-maker on a filing. That is not a failure of the privacy work; it is the boundary of what privacy work addresses. The goal is not low visibility. It is controlled legibility.

FOCUS-DENIAL // THE COUNTERMEASURES, AND WHAT BOUNDS EACH ONE

The objective is not to make attention select someone else. It is to prevent an issue campaign from expanding into personalized harassment, family exposure or physical targeting, and to preserve the principal's ability to respond on their own terms. Focus-denial is a coordinated posture across several functions, of which personal-data work is one component.

Each exposure below is paired with its own limit, deliberately, because separating the two distorts in whichever direction you separate them. A list of constraints without the techniques understates what a program achieves; a list of techniques without the constraints oversells it. Each constraint here is real, and each is a surface with a method against it rather than a wall. The honest net is that a well-run program moves a principal from a cheap target to an expensive one, continuously, and never reaches impossible.

FIGURE 4 // EACH EXPOSURE: THE COUNTERMEASURE, WHAT BOUNDS IT, AND WHAT MOVES THE BOUND ANYWAY

EXPOSURE	COUNTERMEASURE AND OWNING FUNCTION	WHAT BOUNDS IT, AND WHAT MOVES THE BOUND
FINDABLE IDENTITY, AT CREATION	Title and entity structure, agent and business addressing, available confidentiality programs, decided before a filing is made. <i>Counsel, family office</i>	Bounded because deeds, permits, entity filings and licenses are statutory and will exist. But most of what they disclose is set at creation rather than after, which makes this the cheapest intervention in the doctrine and the one most often missed because it requires acting years early.
FINDABLE IDENTITY, AFTER CREATION	Online-index removal, broker suppression, address-exposure reduction, maintained continuously. <i>Data exposure</i>	Bounded because removal rarely destroys the underlying document, and should not. But existence and online findability are different properties: index removal is frequently available separately, and a record requiring a visit to a clerk's office is not in a bulk ingestion pipeline. That is decisive against the non-local actor CB-152 documents.
PERSISTENT CAPTURE	Archive exclusion, search redaction and outdated-content remediation. <i>Data exposure</i>	Bounded because capture is distributed and retrospective. But major archives and search operators run removal and redaction processes, and outcomes vary by source and jurisdiction rather than being uniformly unavailable. A lower-yield, higher-effort surface, not a closed one.
REPOPULATION	Continuous monitoring and re-deletion on a cycle. <i>Data exposure</i>	Not a ceiling on the work, a description of its shape. Suppression is a maintained state, like patching. A program measured on a one-time clean result is measuring the wrong thing, and repopulation is the argument for a standing service rather than against acting.
HOUSEHOLD AND STAFF	Extending coverage to family members, household staff and traceable associates. <i>Data exposure, family office</i>	Bounded because third parties hold exposure the principal does not control. But an unenrolled household member is usually the cheapest route to a principal, which makes this the highest-yield extension available. The residual is real and belongs in reporting rather than papered over.
READY AMMUNITION	Breach-exposure assessment, credential rotation, mitigation of discoverable downstream exposure. <i>Data exposure</i>	Bounded by what has already circulated. Assessment still converts an unknown into a known, which is what allows the rest of the posture to be sized.
NARRATIVE ATTACHMENT	Monitoring for early attachment to a grievance frame, so the principal can detach before it hardens. <i>Narrative intelligence</i>	Bounded by collection reach, and CB-143 is the standing caution: what a feed does not show is not absent from the world.
ASSIGNED FOCUS	A current, producible disclosure record: funding, ownership, sponsorship, lobbying registrations. <i>Counsel, finance</i>	The one row where suppressing the accountability record is not merely low-yield but actively harmful. Personal-legibility work is unaffected and may matter more. See below.
ESCALATION TO CONTACT	Behavior-based threat monitoring and protective response as conduct moves toward harassment or approach. <i>Executive protection</i>	Bounded because it engages after the earlier stages have failed, at the highest cost and with the least margin. It is the backstop, not the program.

Assigned focus, from Figure 2. Where an adversary has publicly named a principal, the two legibilities of Figure 3 part company. Role-legibility suppression, any attempt to obscure ownership, funding, lobbying or filing records, is not merely low-yield; it is counterproductive, because the attempt corroborates the accusation, and the primary pre-positioned answer is a disclosure record, backed by counsel, communications and substantive rebuttal. Personal-legibility suppression is a different matter: once a principal has been named, reducing address, family, routine and household exposure becomes more valuable, not less, because the naming is what sends people looking. Keeping this boundary exact is what makes the rest of the claims credible. A practice that says suppression helps everywhere will be disbelieved about the places it genuinely helps, and one that says it stops helping once you are named will leave a principal exposed at the worst moment.

THE MODEL AGAINST FOUR DOCUMENTED CASES

The first edition illustrated the sequence with a hypothetical. Four real cases have since run far enough to test it, and the model should be scored against them rather than against an invented one. The result is mixed in a way that supports the brief's own stated limits.

FIGURE 5 // THE SEQUENCE IN FOUR DOCUMENTED CASES, AND WHAT EACH TESTS

CASE	TRIGGER	WHERE FOCUS LANDED	WHAT IT TESTS
INDEPENDENCE, MO	A council vote approving an incentive package.	The officials who voted yes. Two lost their seats in April 2026, one seeking re-election and one running for mayor; a third was recalled on 1 September with 68 percent in favor. On 6 October the council adopted 1,000-foot setbacks and cooling, noise and generator standards for future data centers, exempting the approved campus.	The full sequence completing through stage 5, with no conversion into private-life exposure, and with a policy outcome that binds future projects rather than the one that triggered it.
PRINCE GEORGE'S COUNTY, MD	A permit lapse and a moratorium vote.	Council members and candidates, through a primary. Not the developer.	The counterexample. The most legible private party was not selected.
UTAH, IN THE NATIONAL DISPUTE	A national attribution campaign, not a local event.	Two small nonprofits, named as foreign "cells" by a cabinet secretary and an investor.	Assigned focus. The target was designated, not discovered.
SAN FRANCISCO, APR 2026	An individual's radicalization, not a public decision.	A named executive's residence, reached by a stranger from 1,900 miles away.	The extreme tail, where conversion is complete and the route is unknown.

THE COUNTEREXAMPLE IS THE MOST USEFUL ROW

In Prince George's County the developer was named in a public planning-board record eighteen months before the fight became visible: a \$5 billion project, 87 acres, 4.1 million square feet, with the developing entities identified. By this model's logic that party was maximally legible and a strong symbolic fit for a wealthy-outsiders frame. Focus landed on elected officials instead, through recalls and a primary. Legibility did not decide selection. The likely reason is leverage: officials could grant the demand, a developer could not grant it directly, and the electoral channel was available and scheduled. This is the disconfirming case the first edition's low-to-moderate rating anticipated, and it is recorded rather than explained away.

Across the first three cases, stages 1 through 5 completed with attention staying on public roles. Only the fourth case involved a residence, and it did not come from a movement at all. That matters for how the doctrine should be sold internally: focus-denial is insurance against a low-probability, high-severity conversion, not the expected outcome of every controversy. Overstating the probability will cost credibility when the controversy arrives and nothing personal happens, which is the ordinary case.

ASSIGNED FOCUS INVERTS THE COUNTERMEASURE

The Utah case runs the sequence backwards. There was no local trigger and no crowd searching for a name; a national campaign supplied the name to the audience. The organizations' effective response was to publish their finances, showing roughly \$200,000 in annual revenue consistent with a decade-long average. No amount of record suppression would have helped, and it would have read as corroboration. Where focus is assigned rather than discovered, the disclosure record is the primary countermeasure and it must exist in advance.

THE HONEST LIMITS

WHAT THIS DOCTRINE DOES NOT DO

- + **It lowers probability and ease, not immunity.** A determined, resourced or physically present actor can find and name anyone. The aim is to not be the cheap and obvious choice, which addresses opportunistic amplification rather than committed targeting. That is a real ceiling and it is the only one in this list that no method moves.
- + **It does not decide target selection.** Selection also turns on attribution, symbolism, vulnerability, leverage, organization and political opportunity, and the Prince George's case shows leverage overriding legibility outright.
- + **It does nothing where you are genuinely the story.** If a principal is the responsible party to a real grievance, footprint work will not and should not make that disappear. Pretending otherwise burns credibility when the campaign arrives anyway.
- + **It does not answer an assigned focus.** Where an adversary has named you for the audience, the primary answer is a record you can produce, and trying to obscure the accountability record harms you. Reducing personal exposure still helps; it just does not address the accusation.

Stating these in the product is not throat-clearing. A doctrine that claims to move target selection will be measured against outcomes it cannot produce, and the first time a client is named anyway, the whole practice is discredited. The defensible claim is narrower and holds: personal legibility is one input among several into how quickly and cheaply a public controversy can become a private exposure, and it is the input a principal can actually maintain.

THE LEGIBILITY AUDIT

Run this before a trigger, not after. It is the prevention counterpart to the collection-side test in CB-143: instead of asking who is organized, it asks how easily a controversy could become personal for you.

1. **Which live issues carry a reservoir near me?** List the contested issues where your holdings, role or history place you within reach of latent grievance.
2. **What triggers are foreseeable?** Votes, earnings, layoffs, renewals, filings, permit lapses, anniversaries. You cannot stop them; you can see many coming.
3. **What is the likely target hierarchy, and who holds the leverage?** Which institution, role, spokesperson, executive, owner or family member is most likely to become the focus, and critically, which of them can actually grant the demand.
4. **How findable am I personally?** Name, address, family, routine, broker profiles, breach exposure, old posts, and the exposure of people who live with me. This is the personal legibility footprint work can move.
5. **How attached am I to the decision?** Filings, ownership, lease and bond documents, title, votes, spokesperson role. This is role legibility, addressed by governance rather than suppression.
6. **What frame is most likely to attach?** A name is not enough. The audience needs a simple story for why that name represents the grievance.
7. **Could my focus be assigned rather than discovered?** Is there an organized adversary with an interest in naming me, and can I produce my funding, ownership and disclosure record today without preparation?

8. **Who could organize this?** Advocacy groups, unions, media, political figures, online communities, employees, local networks. Mobilization needs an organizer.
9. **What turns scrutiny into personal exposure?** Distinguish criticism, investigation, protest and boycott from harassment, doxxing, threats and physical approach. The last group is where protection engages.
10. **Am I the story, or a convenient face for it?** Be honest. If you are genuinely the story, footprint work is not the answer and a substantive response is.

OUTLOOK // WHY THE FOCUS STEP IS GETTING CHEAPER

The cost of turning attention into a named target is falling. Cheaper data brokerage, faster breach circulation and tools that assemble a findable profile in minutes mean the focus step is quicker than it was a few years ago. This remains a directional forecast rather than a measured trend, and it should be labeled as such. One development since the first edition is measurable in kind if not in degree: the assigned-focus pathway scaled from local to national during 2026, with cabinet-level and trade-association attribution of local opposition and, by September, a presidential remark relaying the same frame, which means a principal can now acquire a focus without any local trigger at all. That shifts the doctrine further toward standing readiness. Personal legibility should be managed continuously as a maintained state, and the disclosure record should be current, not assembled under pressure.

FIGURE 6 // ANALYTIC CONFIDENCE BY CLAIM

Trigger and focus are recurring components in converting latent grievance into a directed campaign.	MODERATE / RECURRING ANALYTIC STAGES IN A LARGER SEQUENCE, NOT SUFFICIENT CAUSES
Personal and role legibility respond differently to intervention.	STRONG / STRUCTURAL, AND DEMONSTRATED ACROSS THE CLUSTER
Reducing personal legibility makes conversion into private exposure slower and costlier.	MODERATE TO HIGH / SUBSTANTIAL AND BOUNDED; EACH CONSTRAINT HAS A METHOD AGAINST IT, NONE REACHES IMMUNITY
Structuring at the point of record creation is the highest-leverage and least-used intervention.	MODERATE / FOLLOWS FROM WHAT STATUTORY RECORDS DISCLOSE BEING SET AT FILING, NOT AFTER
Statutory existence of a record and its online findability are the same property.	REJECTED / INDEX REMOVAL IS OFTEN SEPARABLE, AND A CLERK-OFFICE RECORD IS NOT IN A BULK PIPELINE
A focus can be assigned by an adversary rather than discovered by an audience.	STRONG / DOCUMENTED AT NATIONAL SCALE IN 2026
Private-life exposure was not the endpoint in three of the four documented cases.	MODERATE / THREE OF FOUR DOCUMENTED CASES STAYED ON PUBLIC ROLES
Campaigns primarily select the most legible individual.	REJECTED AS STATED / PRACTITIONER HEURISTIC, AND LEVERAGE OVERRODE LEGIBILITY IN A DOCUMENTED CASE
Reducing legibility changes which target a campaign selects.	REJECTED / SELECTION TURNS ON ATTRIBUTION, SYMBOLISM, VULNERABILITY, LEVERAGE AND OPPORTUNITY
Suppressing accountability records helps where an adversary has publicly named you.	REJECTED / IT READS AS CORROBORATION; PERSONAL-EXPOSURE WORK IS A SEPARATE QUESTION AND STILL APPLIES
The focus step is getting cheaper.	DIRECTIONAL FORECAST / NOT A MEASURED TREND

POSTURE

FOR PRINCIPALS

- Do not read quiet as safety, and do not read loud as organized. Assume the reservoir exists on any issue you touch and that a trigger will eventually arrive. Prepare for the focus step, which is the one you can influence.
- Reduce personal legibility before you need to, and start earlier than feels necessary. What a statutory record discloses is largely decided when it is created, so title and entity structure and addressing choices made years ahead do more than any amount of later removal. Expect a maintained state rather than a finished one.
- Keep a current disclosure record. If an opposing campaign assigns you a focus, that record is the primary pre-positioned response, and assembling it under pressure looks like what you are being accused of. Personal-exposure work does not stop when you are named; that is when it is tested.

FOR FAMILY OFFICES

- Treat personal legibility of principals, family members and traceable holdings as a standing risk variable reviewed on a schedule, not a one-time cleanup. Records repopulate.
- Map foreseeable triggers across the portfolio and run the legibility audit ahead of each, separating what suppression can move from what only governance and disclosure can.
- When assessing where focus will land, weigh leverage alongside legibility. In the one case tracked from trigger to resolution, focus went to the party who could grant the demand rather than to the most findable one.

FOR SECURITY & LEGAL FUNCTIONS

- Model the likely target hierarchy before a trigger fires, and identify where personal exposure could escalate toward harassment or physical approach.
- Draw the line explicitly and write it into the escalation policy. Criticism, investigation, protest, petitions and boycott are communications and legal matters. Protective resourcing and person-level collection begin at conduct: harassment, doxxing, threats, fixation, approach.
- Do not sell focus-denial as a shield over the whole sequence. It is insurance against a low-probability, high-severity conversion, and overstating it costs credibility the first time a client is named anyway. This is doctrine and analysis, not legal advice.

CONFIDENCE Moderate that trigger and focus are recurring components in the conversion of latent grievance into directed campaigns, understood as recurring analytic stages within a larger sequence rather than sufficient causes; some campaigns build without a clean trigger, and focus can stay institutional. High that personal and role legibility respond differently to intervention, which is structural and is demonstrated across CB-143, CB-152 and CB-153. Moderate to high that reducing personal legibility materially slows and raises the cost of conversion. The effect is substantial and bounded, and Figure 4 states both halves together rather than listing constraints alone: what statutory records disclose is largely set at creation; online findability is separable from a record's existence, which matters specifically against the distant actor CB-152 documents; archive and search remediation is case-dependent rather than closed; repopulation describes the shape of the work rather than a ceiling on it; and household and staff exposure is reducible by extending coverage rather than eliminable. The single ceiling no method moves is a determined, resourced or physically present actor, and no practice should claim otherwise. High that a focus can be assigned by an adversary rather than discovered by an audience, which is documented at national scale during 2026 and is new to this edition. Moderate that private-life exposure was not the endpoint in three of the four documented cases, which are illustrations rather than a sample and support no prevalence claim. Rejected as stated: that campaigns primarily select the most legible individual, which is a practitioner heuristic rather than a settled finding and which the Prince George's case contradicts, where focus went to officials who held leverage rather than to a maximally legible developer. Rejected: that reducing legibility changes which target a campaign selects. The declining-cost outlook is a directional forecast, not a measured trend.

METHOD Revised edition. Doctrine brief, first published 10 July 2026; revised 12 September 2026 following external review, replacing the hypothetical worked example with four documented cases scored against the model, adding assigned focus as a sixth selection factor, and restating the effect of footprint work as substantial, bounded and maintained; facts re-verified and the Independence record extended to 6 October 2026. A targeting model, not a general theory of movement formation: it isolates the focus stage and maps it to preventive countermeasures for personal exposure.

SOURCES Foundational literature: [McAdam, McCarthy and Zald, eds., *Comparative Perspectives on Social Movements: Political Opportunities, Mobilizing Structures, and Cultural Framings*](#) (Cambridge University Press, 1996), for the synthesis holding that grievance alone is insufficient and that opportunity, organization and framing are decisive; Snow and Benford, "Ideology, Frame Resonance, and Participant Mobilization," *International Social Movement Research* 1 (1988), 197 to 218, for the framing requirement; [Marwick, "Morally Motivated Networked Harassment as Normative Reinforcement," *Social Media + Society* 7\(2\) \(2021\)](#), for the personalization stage, in which an attributed rather than adjudicated moral violation summons a networked response against an individual. These ground the model; they do not establish the stronger claim that campaigns primarily choose the most legible person, which is presented here as a practitioner heuristic and is contradicted by one of the four documented cases. Case material is carried from CB-143 (Prince George's County and the 2026 attribution campaigns), CB-152 (the April 2026 San Francisco case) and CB-153 (Independence, Missouri), with sourcing held in those briefs rather than duplicated here. Two Independence facts post-date CB-153 and are sourced here: [KCUR \(3 September 2026\)](#) for the recall result and the April losses; [Hoodline \(6 October 2026\)](#) for the setback ordinance, the standards it carries, the exemption of the approved campus and the moratorium running to 2 January 2027.

Scope note: this is a doctrinal and preventive model, not a guarantee of outcomes, and it addresses the conversion of controversy into personal exposure rather than the defeat of legitimate scrutiny. Focus-denial reduces the probability and ease of personal targeting; it does not confer immunity, does not by itself determine target selection, is ineffective where a focus has been assigned by an adversary, and is not a remedy where a principal is the substantive subject of a fair grievance. The four cases in Figure 5 are illustrations of the sequence, not a sample, and four cases support no prevalence claim about how often conversion occurs. Individuals and organizations referenced appear as they appear in public records and public statements, and nothing here characterizes any resident, official, developer, advocacy organization or opposition group as a threat. This is intelligence analysis and doctrine, not legal advice.

