

Roys touts abortion rights in first TV ad

Posted on Thursday, Jul 19, 2018

Dem gov candidate Kelda Roys in her first TV ad touts her record of supporting abortion rights.

The 30-second ad from the former state assemblywoman and director of NARAL Pro-Choice Wisconsin is airing tomorrow and is set to run until the August primary election and also includes a digital component.

The ad begins with CNN footage of President Trump nominating Brett Kavanaugh as a candidate to the U.S. Supreme Court, with Roys doing a voice-over.

“Just when you think it can’t get any worse, it does,” she says. “In Wisconsin, abortion is still a crime. And I can’t believe I’m having to fight the same fights that my grandmother fought.”

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)

As Roys speaks, the background footage pans to shots of her at her desk and talking to voters. It also included a shot of her grandmother as an honored guest at a NARAL Pro-Choice America function.

The camera later pans to shots of Roys and her family.

“As a parent I think about my daughters. I tell my girls, we can’t look backwards. We have to move forward, we have to build the future that we want,” she says.

Roys spokesman Brian Evans told WisPolitics.com the buy is six-figures and will be broadcast in the Madison and Milwaukee markets tomorrow and Green Bay next week.

He said the campaign has plans to go up on cable in the near future.