

New AFP TV ad calls Evers ‘risk we can’t afford,’ mirroring language in Walker spots

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Americans for Prosperity-Wisconsin is out with a new TV ad calling Tony Evers “a risk we can’t afford to take,” language that mirrors Gov. Scott Walker’s latest line of attack on his Dem rival.

AFP said it is spending \$1.5 million on the ad, which is on top of the \$3.2 million it has already put into two ads boosting Walker, according to filings with the Ethics Commission. The group said the latest spot will run throughout the state, but didn’t specify in which markets.

The narrator opens the spot saying, “We all remember Wisconsin a decade ago” before saying the state has “finally turned a corner” after losing jobs and experiencing high unemployment.

“Now, Tony Evers thinks it’s time to risk it all. His plan? It could cost us,” the narrator says, adding it could mean hikes in property and income taxes, and “Even gas tax hikes as high as a dollar.”

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The narrator closes the spot, “How much is too much for Tony Evers? We don’t know, because he won’t say. Tony Evers, a risk we can’t afford to take.”

Walker has used several variations of the line the state can’t “afford” Evers in recent ads hitting his Dem rival.

The AFP’s claim that Evers would consider a gas hike of as much as \$1 has been a point of contention in the race. Walker suggested after the August primary Evers

could increase the gas tax by \$1. Evers initially said “everything” was on the table when asked about the prospect, but has since said he wouldn’t raise the gas tax that much, though he’s open to what he says is a modest increase.