

NextGen Wisconsin: Releases voter guide digital ads in key races for Governor and Congressional District 1

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Ads highlight policy differences between Democratic and Republican candidates

Madison, WI — Today, NextGen Wisconsin launched a series of “voter guide” digital ads that will run on Facebook, Twitter, and Instagram and target young voters in Wisconsin ahead of the midterm elections. The 30-second ads center on key races for Governor and Congress in Wisconsin and compare the platforms of Tony Evers with Scott Walker and Randy Bryce with Bryan Steil on issues like affordable health care, taxes, and access to safe, legal abortion. The ads are part of a \$157,250 digital campaign targeting over 226,000 young voters across Wisconsin.

“Republicans like Scott Walker and Bryan Steil care more about protecting corporations like Foxconn and appeasing Donald Trump than they do about defending the rights and values of young Wisconsinites,”

said **NextGen Wisconsin State Youth Director George Olufosoye**.

“Young people have never been more engaged in politics or fired up about the issues facing our state, and we are going to make sure they turn out in record numbers to elect progressive leaders like Tony Evers and Randy Bryce who will fight for our future.”

Issues like access to affordable health care, a fair economy, and college affordability directly affect young people — and by reiterating the power that elected officials have to affect outcomes for individuals and communities, these ads will mobilize the fastest-growing and most progressive voting bloc in the country to the polls.

The video voter guides are part of NextGen’s effort to educate and engage young voters ahead of the midterm elections. The ads make clear the stakes of the races for [Governor](#) and [Congressional District 1](#) and highlight some of the most important issues for young voters. While Randy Bryce and Tony Evers want to expand access to affordable health care and make college more affordable, Scott Walker and Bryan Steil remain dead set on [undermining the Affordable Care Act](#) and giving [massive tax breaks](#) to wealthy corporations. As news outlets and social media sites become increasingly saturated with political information ahead of the midterms, the voter guide engage young voters by taking a straightforward, issues-based approach to politics.

This digital campaign builds on the work of NextGen Wisconsin, which has been on the ground in Wisconsin since October 2017. With an initial \$2.5 million investment, NextGen Wisconsin is working to register, engage, and organize young voters across the state to defeat Scott Walker, re-elect Tammy Baldwin, and flip the First Congressional District. With over 65 staff and fellows already on the ground, NextGen is working to organize young voters in their communities and has already pledged over 40,000 young Wisconsinites to vote this year.