

Pro-Vukmir super PAC starts ad highlighting her endorsement by state GOP

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The super PAC supporting Leah Vukmir today announced a new ad campaign highlighting the endorsement she received from the state GOP.

The TV ad from Wisconsin Next PAC opens with the narrator saying the state GOP officially endorsed Vukmir “because she’s a consistent conservative.” Vukmir often uses that line as she raises questions about the background of GOP rival Kevin Nicholson, who was previously as Dem.

“When union thugs bullied Wisconsin conservatives, Vukmir stood with Gov. Walker and won,” the narrator says as the ad shows video of the 2011 protests in the state Capitol. “In the state Senate, Vukmir fought the liberals in Madison.”

The narrator calls her “100 percent pro-life, a fiscal conservative” and says Walker called her a “great leader.”

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“In the U.S. Senate, Vukmir will build the wall,” the narrator says before closing the spot by again calling her a “consistent conservative.”

The group is spending \$500,000 on TV, radio and digital. It said most of that is going to TV.