

RAGA TV ad says Schimel ‘protecting our schools’

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The Republican Attorneys General Association today released its first TV ad of the general election with a spot that praises AG Brad Schimel for “protecting our schools.”

The spot, which the group said is part of a six-figure buy, features three women identified as mothers who praise Schimel.

One, identified as Jessica H. says, “Everyone was talking about school safety. But I was worried no one would actually do something.”

Another woman, identified as Trisha I., then says Schimel “got to work and started installing new security features in schools, adding \$100 million to protect our kids. I trust Brad Schimel because he has their safety at the top of his list.”

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In mid-March, Gov. Scott Walker proposed a \$100 million safety package for Wisconsin schools in response to a series of shootings. The GOP-run Legislature quickly passed the plan, which created the Office of School Safety inside the state Department of Justice to administer the grants after schools applied for the money.

A woman identified as Trisha T. closes the spot, saying “I know Wisconsin schools are safer because of what Brad Schimel is doing as attorney general.”

The RAGA said the ad will run for three weeks on cable in Green Bay, La Crosse, Madison, Milwaukee, Minneapolis and Wausau. The group is also doing a mailer that says Schimel “is leading with his School Safety Program” and said it has a digital component to the buy as well.