

Priorities USA: Launches Priorities Wisconsin

Posted on Thursday, Jul 18, 2019

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Today, Priorities USA is launching Priorities Wisconsin with the announcement of its battleground state communications program. A part of the group's initial \$100 million investment in key states, this innovative program will combine traditionally separate press and digital communications operations to reach voters in all the places where they get their news and information.

The on-the-ground team in Wisconsin will collect and capture stories from real people and families who have felt the negative impact of living in Trump's economy. The team will create original content in collaboration with local partners and work with in-state media to share the stories, research, and data reflecting what it's really like to live in Trump's America. This work will also inform Priorities' national paid media program, helping to localize messaging and content to make their ads more relevant to real Wisconsinites.

"Trump loves to gloat about how great the economy is, but here in Wisconsin, voters know that families are actually struggling to make ends meet. Health care costs across the country are sky-high, especially in Wisconsin. Billionaires and big corporations might be doing fine, but we can't say the same for the Wisconsin small business owners suffering because of Trump's trade war," **said Guy Cecil, Chairman of Priorities USA.** "Wisconsin will be a crucial state in 2020, and our new program will show how this isn't an economy that's working for everyday Wisconsinites."

The reality is that many Wisconsin families are struggling to make ends meet.

- Nearly one in five Wisconsin workers [earn wages](#) that fail to cover the cost of

basic expenses, and health care costs in Wisconsin are the [5th worst](#) in the nation.

- In some areas, even working two full-time jobs isn't enough. One [report](#) found that in Dane County, residents need to work almost three full-time, minimum-wage jobs just to afford a two-bedroom apartment.
- Dairy farmers are also suffering, with a [record number](#) of farms closing in 2018, while small business owners are [losing deals](#) as a result of Trump's tariffs.

The growing Priorities Wisconsin team will include:

Bridget Driscoll, serving as Content Producer. Bridget will work to collect and capture stories of real people who feel the effect of Trump's policies, working with organizations on the ground to make sure those stories reach voters across channels. Most recently, Bridget served as Digital Director for Governor Tony Evers, where she led digital strategy and all social media, photo, video, and graphic design production for the new administration. Previously, she oversaw social media and video production for Tammy Baldwin's successful re-election to the U.S. Senate and worked at Bully Pulpit Interactive, a top Democratic digital firm. She is from the Waukesha, WI area and is a graduate of the University of Wisconsin-Madison.

This program comes as part of Priorities USA's transition into the 2020 presidential cycle. This also includes a new program to provide partners with in-depth modeling, targeting, and opinion research for digital, TV, mail and field programs; continued efforts to train progressive operatives in understanding, planning, and executing digital campaigns; as well as a strong focus on both persuading moveable voters and mobilizing the Democratic base