

Biden Campaign: Releases new Wisconsin ads for Black America

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Today, *Biden for President* released a batch of new ads in Wisconsin that address the concerns of millions of Black Americans who fear their lives are at risk under a second Trump administration. The creative is a continuation of the testimonial-style ads highlighting Black Americans discussing in their own words their experiences in Trump's America and why they support Joe Biden and Kamala Harris.

Airing on television and digital platforms, the new Shop Talk ad series incorporates socially distanced conversations among Black men at a Black-owned barber shop. The first two 30-second ads of the series, "[Shop Talk Our Right](#)" and "[Shop Talk Trust](#)" showcase Black men discussing their support for Vice President Biden and Senator Harris and trusting in their leadership to guide Americans to a better tomorrow. An extended 60-second version of "Shop Talk Our Right" will air nationally.

The Shop Talk ad series comes after Biden for President Wisconsin launched the national "Shop Talk" program with Congressman Cedric Richmond, Lieutenant Governor Mandela Barnes, Bakari Sellers, Actor Terrence J, producer Jermaine Dupri, AllHipHop.com CEO Chuck Creekmur, and Wisconsin community leaders in August. During the roundtable discussion, leaders focused on issues impacting Black men in Wisconsin and around the nation and highlighted Joe Biden's "Lift Every Voice" [Plan for Black America](#), which would tackle systemic racism and advance the economic mobility of Black Americans. They also discussed the police shooting of Jacob Blake and the impact it has had in Kenosha and across the state.

The latest ad release shows the campaign's continued push to reach Black voters while offering a snapshot of how different groups of Black Americans are dealing with the reality of the current moment. The ads are all part of Vice President Biden

and Senator Harris' commitment to earning every vote from Black Americans and the campaign's investment in African American media, which is the largest ever for a general election campaign.