

Democratic National Committee: Launches new radio and print ad campaign reaching Black voters in Wisconsin

Posted on Tuesday, Oct 6, 2020

Today, the Democratic National Committee is announcing a new print and [radio](#) ad campaign to reach Black voters in Wisconsin.

“Democrats are meeting Black voters where they are and making critical investments to ensure Wisconsinites have the information they need to make their plan to vote,” said Democratic National Committee Chair Tom Perez. “The stakes have never been higher — especially for communities of color — and we are committed to making sure voters have the tools and information they need to make their voices heard at the ballot box, exercise their fundamental right to participate in our democracy, and elect leaders like Joe Biden and Kamala Harris who will get our country back on track.”

Part of a six-figure campaign across several battleground states, ads will run starting this week on WHQG-FM and in the Milwaukee Community Journal, Milwaukee Courier, and Milwaukee Times Weekly, reaching voters across the Milwaukee media market. The ads, which were purchased through the National Newspaper Publishers Association (NNPA) and Radio One, will direct individuals to [IWillVote.com](#) — the DNC’s newly updated voter participation hub, where voters can register to vote, check their voter registration, and make a plan to vote, whether in person or by mail.

This ad campaign follows the recent [rollout of new features](#) on IWillVote.com that

help voters easily request and return their ballot by mail, as well as learn important information about the voting process in their state as they make their plan to vote. In September, the DNC also [announced](#) a Black print advertising campaign around National Black Voter Day.

See the print advertisement below and listen to the radio ad [here](#).

