WisDems: Launches new radio and print ad campaign reaching Latino voters in Wisconsin

Posted on Monday, Oct 12, 2020

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

"Latino communities across Wisconsin have a critical voice in this election — that's why we are reaching out directly to these voters and ensuring they have the tools they need to make their plan to vote," said Democratic National Committee Chair Tom Perez. "We have seen how this administration's failed response to the pandemic has disproportionately impacted the lives and livelihoods of Latinos in our country. Under Trump, Latinos have experienced more than 42,000 deaths due to COVID-19, millions of jobs lost under his recession, and the erosion of America's values as a nation of immigrants. We must vote for leaders who will work to help our communities. Joe Biden and Kamala Harris will be those leaders."

Part of a six-figure campaign across several battleground states, the print ads will run starting this week in the Spanish Journal and El Conquistador Latino, reaching voters across the Milwaukee, Racine, and Waukesha media markets. The radio ads will air on El Show de Piolin and El Show de Alex "El Genio" Lucas.

The ads, which were purchased through NAHP Media and Entravision, will direct individuals to [VoyAVotar.com](#) — the DNC's newly updated voter participation hub in Spanish, 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 and VoyAVotar.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.

See the print advertisement below, and listen to the radio ad here.