

Empower Wisconsin: Launches statewide issue campaign: How Gov. Tony Evers is failing Wisconsin

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Madison, Wis. – Empower Wisconsin launched a statewide issue advocacy campaign today featuring the story of Dawn, a single mother from Franklin, Wisconsin who lost her job during the COVID pandemic. Dawn was also battling breast cancer and couldn't access unemployment benefits because Gov. Tony Evers' has failed to fix problems with the Wisconsin Unemployment system at the Department of Workforce Development (DWD).

The heartbreaking story is the first in a series of ads that will illustrate how Wisconsin workers, families and communities have been hurt by Gov. Evers incompetence and failure to lead.

"First the unemployment office told me I was eligible, then they said I wasn't, then they said I owed them money," explains Dawn.

"... I had to borrow from family and friends just to stay in my home. You know, I'm raising a child. I'm battling breast cancer. You know, it was terrible. It's been terrible."

"Our Governor definitely has excuses. And that's all they are," Dawn concludes.

The new digital ad campaign will include longer form videos as well as 30 and 15 second spots to be featured in a five-figure statewide digital ad buy. This and other ads are based in part on the in-depth investigations and reporting Empower Wisconsin has done on its news site and on Wisconsin Spotlight.

You can watch the full [90-second ad here](#).