

WisDems: Across battleground states, DNC launches “Help Is Here” ad campaign to promote the american rescue plan

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The Democratic National Committee launched a major ad campaign across battleground states to promote President Biden’s American Rescue Plan and to hold Republicans accountable for standing in the way of needed relief efforts. The campaign includes a [60-second TV ad](#) called “Help is Here” and billboards calling out Republicans in Congress who opposed checks of up to \$1,400 for Americans and funds to massively ramp up vaccinations across the country.

See below for how the campaign is playing across battleground states so far:

In Florida:

Bay News 9: [DNC Posts Billboard in South Tampa to Tout Rescue Plan](#)

By Mitch Perry

3/15/21

“The selling of the \$1.9 trillion American Rescue Plan is well underway, with the Democratic National Committee unveiling a billboard in South Tampa on Monday advertising that Americans will soon be receiving those \$1,400 stimulus checks and ‘shots in arms.’

“It’s all part of a strategy to sell the COVID economic relief plan to the public that will see President Biden and Vice President Harris (and their spouses) going out on

the road over the next several weeks to build support for the massive spending plan – one of the most expensive in U.S. history.”

Florida Politics: [DNC unveils new billboards in Tampa, Miami blasting Marco Rubio, Rick Scott](#)

By Kelly Hayes

3/15/21

“The Democratic National Committee is revealing new billboards in Tampa and Miami to highlight the recently signed \$1.9 trillion American Rescue Plan, as well as criticize U.S. Sens. Marco Rubio and Rick Scott’s opposition to the pandemic relief package.

“The ad highlights the package’s promise of sending \$1,400 checks to individuals, as well as its goal to get more shots in the arms of Floridians. ‘Help is on the way,’ the sign reads.

“The opposing end of the billboard takes aim at Rubio and Scott, who voted no on the measure. ‘No thanks to Senators Rick Scott and Marco Rubio, who voted no,’ the ad reads. The Miami signage, which is in Spanish, also targets Republican Rep. Maria Salazar who opposed the proposal in the U.S. House.”

In Georgia:

Atlanta Journal-Constitution: [The Jolt: COVID relief will be at center of the storm in Georgia politics](#)

By Patricia Murphy – The Atlanta Journal-Constitution

Greg Bluestein – The Atlanta Journal-Constitution

Tia Mitchell – The Atlanta Journal-Constitution

3/15/21

“On Monday, the Democratic National Committee began financing a [60-second TV ad](#) on Atlanta airwaves featuring clips from Biden’s ‘Help is Here’ speech touting the economic benefits of the far-reaching stimulus plan.”

In Iowa:

Iowa Starting Line: [Dems Target Ernst, Grassley COVID Relief Opposition With New Billboard](#)

By Isabella Murray

3/15/21

“The Democratic National Committee is taking aim at Iowa’s Senate Republicans on Monday, unveiling a new Des Moines billboard highlighting Joni Ernst and Chuck Grassley’s no votes on the sweeping \$1.9 trillion COVID-19 economic relief package.”

“Displayed on 14th Street near the State Capitol, the advertisement notes that the American Rescue Plan will send eligible Iowans \$1,400 checks and aid in vaccinating the state. Ernst and Grassley’s faces are featured to underscore their opposition to the help—passed along party lines on March 6 in the Senate and signed by President Joe Biden on Thursday.”

In Nevada:

Nevada Independent: [Democrats launching TV ads in Vegas to take credit for new stimulus package, vaccination effort](#)

By Sean Golonka

3/12/21

“The Democratic National Committee (DNC) is launching a new advertising campaign — including in Las Vegas — aimed at promoting President Joe Biden’s \$1.9 trillion COVID-19 relief bill and slamming the Republican lawmakers who opposed the bill.

“The ads begin running on Monday, the same day that Vice President Kamala Harris will be coming to Las Vegas — for her first trip to Nevada since taking office — to tout the stimulus bill.

“The ‘Help is Here’ campaign is centered around a 60-second television ad that will be run in battleground regions, such as Las Vegas, for a week. The ad features a

speech from Biden focused on vaccine distribution and the \$1,400 direct payments for Americans approved as part of a bill he signed last week.”

In North Carolina:

News & Observer: [With checks going out, NC Democrats are already running on the stimulus in 2022](#)

By Brian Murphy

3/15/21

“Democrats, emboldened by the popularity of the American Rescue Plan, want to make sure voters in states that will be key to the 2022 election know they’re the ones who passed it.

“And that includes voters in North Carolina.

“As President Joe Biden, Vice President Kamala Harris and their spouses begin a week of appearances in battleground states across the country, the Democratic National Committee will begin airing a 60-second television ad in the Raleigh market Monday morning touting some of the provisions in the \$1.9 trillion stimulus package.

“No Republican voted for the bill in either the House or the Senate. The ad features Biden discussing the legislation.

“‘This is just the start of a sustained effort to spread our message to North Carolinians far and wide that this is what happens when Democrats are elected to govern,’ said Bobbie Richardson, the new chairwoman of the North Carolina Democratic Party.”

In Wisconsin:

Fox 6: [DNC launches ads, billboard in Milwaukee after passing relief bill](#)

By Jason Calvi

3/15/21

“A story you’re seeing first on FOX6: the Democratic National Convention on Monday, March 15 launched ads and a billboard in Milwaukee, part of a nationwide Democratic victory lap after passing the \$1.9 trillion COVID-19 relief bill. The TV ad is called ‘Help Is Here.’

“‘When President Biden took office, he promised Wisconsinites that help was on the way — and now, thanks to his leadership and a united Democratic Party, help is here,’ DNC Chair Jaime Harrison explained. ‘The American Rescue Plan is the bold and historic action we need to combat this virus — and now it’s the law of the land despite Republican Sen. Ron Johnson voting to block it. With measures including direct payments of \$1,400 per person and resources to help manufacture and distribute vaccines, it will provide the relief working families need and overwhelmingly want while showing that the government is again working for the people.’

“It’s part of a national advertising campaign to tout the legislation, which was passed completely with Democratic votes.

“The Democratic National Committee is also putting up a billboard in Milwaukee, which targets Republican Senator Ron Johnson and will be up for one week.”

CBS 58: [DNC rolls out ad and billboard in Milwaukee touting American Rescue Plan](#)

By CBS 58 Newsroom

3/15/21

“The Democratic National Committee unveiled Monday, March 15, a new billboard and ad in Milwaukee touting the passing of the American Rescue Plan.

“The ad, titled ‘Help is Here,’ highlights how President Biden and Democrats have delivered real, tangible results for Wisconsinites and their families by making the American Rescue Plan a reality.

“‘When President Biden took office, he promised Wisconsinites that help was on the way — and now, thanks to his leadership and a united Democratic Party, help is here,’ said DNC Chair Jaime Harrison. ‘The American Rescue Plan is the bold and historic action we need to combat this virus — and now it’s the law of the land despite Republican Senator Ron Johnson voting to block it. With measures including direct payments of \$1,400 per person and resources to help manufacture and

distribute vaccines, it will provide the relief working families need and overwhelmingly want, while showing that the government is again working for the people.'

"According to a news release from the Democratic National Committee, the billboard — located along I-94 near the 84th Street exit — also highlights that this bill passed without the help of Senator Ron Johnson, who worked tirelessly to block the bill despite its widespread support among the American people, including a majority of Republicans."

WisPolitics: [Democratic National Committee: Unveils new billboard in Milwaukee highlighting The American Rescue Plan; Senator Johnson's opposition to \\$1,400 relief checks](#)

3/15/21

"'Voters in Milwaukee won't be able to miss this message: help is here, and it's because of President Biden and Senator Tammy Baldwin, not Senator Ron Johnson who opposed this bill and the relief it provides Wisconsinites,' said DNC Chair Jaime Harrison. 'With measures including direct payments of up to \$1,400 per person and resources to help manufacture and distribute vaccines, the American Rescue Plan will provide the relief working families need and overwhelmingly want, while showing that the government is again working for the people.'"