

Barnes campaign: Focuses on manufacturing, middle class in closing primary campaign ad

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MADISON — Today, Lt. Governor Mandela Barnes, candidate for U.S. Senate, released “Made in America,” the fourth television ad of his campaign. “[Made in America](#)” is part of a multi-million dollar ad campaign on broadcast, cable, and digital throughout the state.

The proud product of a union manufacturing household, Mandela Barnes knows firsthand the opportunities that come from building things in America. His grandfather was a union steelworker for AO Smith and his father worked third shift on the assembly line for General Motors. Today, the factories where Mandela’s grandfather and father worked are strip malls.

Mandela Barnes is committed to bringing good-paying, family-sustaining union manufacturing jobs back to America and back to Wisconsin to lower prices, address supply chain shortages, and ensure every Wisconsinite has a fair shot at the American dream.

Mandela’s commitment to labor, American manufacturing, and rebuilding the middle class have earned him the endorsement of leading unions in Wisconsin including AFT-Wisconsin, AFT Local 212, SEIU Wisconsin State Council, AFSCME Council 32, and IBEW Local 2150.

Read a transcript of the ad below.

Made in America. It’s more than just a slogan, it’s smart policy.

When we manufacture things here, our shelves are stocked and it creates jobs you

can raise a family on. Like my parents had.

My mom was a teacher and my dad worked third shift.

I'm tired of the excuses from millionaires running for Senate.

I'll bring manufacturing back here so folks like you, who actually earn your paychecks, finally get a fair shot.

I'm Mandela Barnes and I approve this message.

About Mandela Barnes

Mandela Barnes' story is a Wisconsin story. Born and raised in Milwaukee, Mandela is the proud son of a union household running for the U.S. Senate to give every Wisconsinite a fair shot at the American Dream. From his days as an organizer to his work in the State Assembly and as Wisconsin's first Black Lieutenant Governor, Mandela has consistently put in the work to connect with every community across Wisconsin. When it comes to supporting family farms, Main Streets, workers, and unions across the state, Wisconsinites know they can count on Mandela Barnes to go to bat for them because he understands the challenges they face firsthand. In the Senate, Mandela will fight to bring good-paying jobs back to Wisconsin and to expand opportunities for the middle class.

Mandela is proud to have earned the endorsement of Democratic Party leaders including Senators Elizabeth Warren and Cory Booker, House Majority Whip Jim Clyburn, former NARAL President Ilyse Hogue, and over 140 state and local elected officials in Wisconsin. He has also been endorsed by SEIU Wisconsin State Council, AFSCME Council 32, AFT 212, IBEW Local 2150, labor leaders across Wisconsin, prominent organizations like Indivisible, MoveOn, End Citizens United, and many others.