

DGA ads target Toney on abortion

Posted on Wednesday, Oct 19, 2022

The Democratic Attorneys General Association released its first ads of the Wisconsin race, knocking GOP challenger Eric Toney on abortion.

The group said the effort through its DAGA People's Lawyer Project includes about \$1.9 million on broadcast, streaming services and digital. A DAGA spokesperson said the buy will begin in Milwaukee before spreading to the Green Bay market.

The first ads include a 30-second spot and a 15-second version with similar themes. The ads show people in scrubs in handcuffs and having their mugshots taken.

The narrator in the 30-second ad says Toney wants the power to prosecute as AG and has said he'd support prosecuting doctors and nurses who provide abortion care. The narrator adds Toney supports the law that criminalizes abortion and makes it a felony with no exceptions for rape or incest.

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The ad then plays a clip of Toney saying, "As your attorney general, I will enforce that ban."

The narrator closes the spot, "Putting doctors and nurses in jail to impose his extreme agenda. Toney is too dangerous for attorney general."

See the ads:

<https://youtu.be/78Qnf00EYz4>

<https://youtu.be/G2ppEzoV7M0>