

Evers Campaign: Launches new TV ad: “Skills”

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MADISON, Wis. — Today, Governor Tony Evers’ re-election campaign is launching its latest television ad of the 2022 cycle as part of its initial [\\$3.5 million broadcast and cable buy](#). “Skills” highlights the governor’s efforts to [fund skills training programs](#) and [help students and parents connect](#) with apprenticeship programs to fill high-demand jobs. Gov. Evers recognizes that college is not for everyone — that is why he continues to offer these programs to help our kids and our economy.



[Watch the ad here](#) and see the transcript below.

Tony for Wisconsin: “Skills”

Gov. Evers:

College is great, but it's not the best path for everyone.

Careers in the skilled trades are good-paying jobs that are badly needed.

That’s why I expanded skills training. And, I signed a bipartisan law to connect students and their parents to more information on apprenticeships in high-demand fields.

Folks, our high school students need to know all their options when it comes to their

future.

It's the right thing to do for our kids and for our economy.