

Florida-based group targets Kleefisch in digital ad

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A Florida-based group has spent \$65,916 on digital ads opposing Rebecca Kleefisch in the gov's race, the first independent expenditure of the campaign targeting the former lieutenant governor.

The Sunrise in American Political Action Fund filing with the state Ethics Commission shows the digital ads began Friday and run through the Aug. 9 primary.

The group registered with the Ethics Commission April 14, just before Republican Tim Michels formally entered the race but while chatter was picking up that he might get in. It hasn't yet filed a report with the state detailing its fundraising.

The group's website says it's a super PAC working against Kleefisch's candidacy "through innovative efforts including paid advertising, data, and digital" and will seek to define Kleefisch to GOP primary voters.

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The group didn't immediately respond to a phone message or email from WisPolitics.com today.

It posted a video to YouTube on Friday knocking the former lieutenant governor.

The narrator says nothing is worse "than when you think you know someone only to be let down when you see their true colors like Rebecca Kleefisch."

The narrator says Kleefisch's husband asked "her administration" for special favors on behalf of a campaign donor who was caught in a waste dumping operation that risked poisoning water wells. The ad goes on to charge the Kleefisch administration tried to cover it up rather than turn the case over to prosecutors.

“Rebecca Kleefisch, just not who we thought she was,” the narrator says to close the video.

See the group’s website:

<https://www.sunriseinamericapac.com/>

See the filing:

<https://www.wispolitics.com/wp-content/uploads/2022/07/220719Sunrise.pdf>