

Kaul launches his first ad of reelection bid

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Dem AG Josh Kaul has launched the first TV ad of his reelection bid, touting his work to eliminate the backlog of rape test kits.

Spokesman Joe Osluand declined to say how much the campaign spent on the ad, which will initially run in the Milwaukee, Green Bay, La Crosse-Eau Claire and Wausau-Rhineland markets. It will start running in Madison next week.

According to AdImpact, Kaul has \$1.6 million reserved on TV through the election, while the Democratic Attorneys General Association has another \$1.5 million laid down through its People's Lawyer Project. The Republican Attorneys General Association went on the air late last month with its first ads. The group's Wisconsin Freedom PAC had \$1.9 million reserved through the election, while GOP candidate Eric Toney had yet to reserve any time.

In terms of gross ratings points — the number of times viewers see the ads — Kaul and DAGA have a more than 4-to-1 advantage over the RAGA.

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Kaul opens the spot saying people in Wisconsin should be able to walk down the street without worrying about crime.

He touts his work as a federal prosecutor and AG, saying he has put murderers, drug traffickers and sex offenders “behind bars and kept them there.” He also touts his work “with Democrats and Republicans to change the law so rape kits don’t sit around untested.”

“I know there is more to do,” Kaul says to close the ad. “But I will not stop until your family is safe, no matter what neighborhood you live in.”

