

# Priorities USA and American Federation of Teachers: Announce six-figure ad campaign in Wisconsin

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**Washington, D.C.** — Priorities USA and American Federation of Teachers (AFT) launched a \$350,000 joint digital ad campaign today to engage and motivate Wisconsin voters to cast their ballot for the midterms.

“If you don’t vote, someone else is making the decisions. Be ready to vote,” advises the 15-second spot, directing viewers to [www.PlanMyBallot.com](http://www.PlanMyBallot.com). Backed with a \$350,000 investment from Priorities USA and AFT, “[What Gets Done in the Midterms](#)” will run online and on streaming TV platforms in Wisconsin through Election Day.

Priorities USA Action and AFT also announced a \$260,000 digital campaign in Michigan. “[We Showed Up](#)” reminds voters that they showed up and voted to move their communities forward in 2020, and it’s time to do it again.

The ads underscore how voting can lead directly to progress on issues that are crucially important to voters, such as inflation and health care affordability.

**Watch “[What Gets Done in the Midterms](#)” and “[We Showed Up](#)”.**

Both Priorities USA and AFT have longstanding investments in targeted outreach to communities of color to fight misinformation and make voting information more accessible.

“Communities of color are a vital part of the coalition of voters that will deliver progress in Michigan and Wisconsin. While these communities have often been overlooked in these states, Priorities has consistently dedicated significant

resources to reaching the Black and Latino communities and speaking to the issues they care about well before election day,” said **Priorities USA Deputy Executive Director Aneesa McMillan**. “As the election draws closer, it is imperative that we reaffirm our commitment to these communities.”

“This November so much is on the ballot: Our democracy. Our economic security and ability to take care of our loved ones. Our safety and freedom to make decisions about who we are, who we love, what our family looks like, whether or not to have a child. Too often those most impacted by decisions being made are denied a seat at the table,” said **Randi Weingarten, President of the American Federation of Teachers**. “Young people and voters of color must have a say in the critical issues before our country. That’s why AFT is partnering with Priorities USA and reaching out to voters all over the country to make sure they make their voices heard in their nation’s future through their vote.”