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Wisconsin Conservation Voters launches ads supporting Dem lawmakers, Evers, Barnes

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Wisconsin Conservation Voters announced it will invest more than $5.6 million to elect Dem lawmakers, Evers and Barnes

The money includes almost $3.6 million to support Evers, Attorney General Josh Kaul and 14 legislative candidates through the Wisconsin Conservation Voters Independent Expenditure Committee. LCV Victory Fund has allocated more than $2 million to boost Barnes' campaign against Johnson.

The group will spend more than $2 million on canvassing, digital ads, phone calls and direct mail supporting Evers. That includes $710,000 on statewide digital ads and mail about climate change and $250,000 on digital ads targeting college students on climate justice issues.

One of the digital ads tells voters Michels was "handpicked" by former President Donald Trump and "spent his career profiting off oil pipelines while we pay the price." A voice-over says Evers is working to reduce costs and touts the guv's clean energy plan.

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The second ad also slams Michels for profiting from oil pipelines.

"He'll stand in the way of investments in clean energy that will create thousands of new jobs, lower energy costs and protect the Wisconsin we love," a voice-over says.

The money also includes $1.7 million for outreach to voters about Barnes and $450,000 for digital ads and direct mail criticizing Johnson.

The Barnes ad praises the lieutenant guv, saying he is “fighting to do something” about the climate crisis. The spot highlights Barnes’ support for provisions of the Inflation Reduction Act aiming to boost clean energy.

“Mandela Barnes supports a new plan that ramps up production of clean energy, moves us away from fossil fuels, and will reduce carbon pollution by 40 percent,” a voice-over says. “Mandela Barnes will protect our planet for generations to come.”

The group is also spending $100,000 on a statewide digital ad for Kaul slamming his GOP opponent, Fond du Lac County DA Eric Toney.

“Attorney General Josh Kaul is holding powerful corporations accountable, like stopping polluters from poisoning our drinking water” a voice-over says. “Eric Toney puts partisan politics first and lets violent criminals go free.”

Other investments include:
*$389,000 for ads supporting the reelection campaigns of Rep. Katrina Shankland, of Stevens Point, Rep. Steve Doyle, of Onalaska, and Rep. Lee Snodgrass, of Appleton, as well as Oshkosh Mayor Lori Palmeri’s campaign for the 54th AD and Beloit Ald. Clinton Anderson’s 45th AD campaign;
*$180,355 to elect West Allis activist Jessica Katzenmeyer to the 5th SD; and
*95,000 for texting, volunteer canvassing, volunteer postcards, relational organizing and campus organizing supporting 14 legislative candidates and Kaul.

See the release:
https://www.wispolitics.com/2022/conservation-voters-make-record-investments-to-elect-champions

See the ads supporting Evers:
https://www.youtube.com/watch?v=vWr0syvNQhg
https://www.youtube.com/watch?v=qSQApEtV360

See the ad supporting Barnes:
https://www.youtube.com/watch?v=6qUcHsQ4YxE

See the ad supporting Kaul:
https://www.youtube.com/watch?v=uakl4DTuaj0