

WMC ad hits Evers on education

Posted on Tuesday, Oct 11, 2022

Wisconsin Manufacturers & Commerce today announced a new TV buy hitting Dem Gov. Tony Evers on education.

The group said the spots, through its WMC Issues Mobilization Council, are part of a six-figure ad campaign. One version will run statewide, while another will run in the Milwaukee market. They will run on streaming and digital platforms.

In the state version, the narrator says schools are failing and nearly two-thirds of Wisconsin students can't read or do math at grade level. But Evers vetoed a bill to "let parents choose where their kids are educated, trapping children in failing schools." The narrator adds some schools are teaching "radical race and gender theories to children" as the screen shows a picture of a drag queen reading to children. But Evers "vetoed a bill to let parents know what their children are being taught."

The narrator concludes the spot, "Tell Tony Evers that parents deserve a choice and a right to know what's happening."

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)

The Milwaukee version is similar, though the narrator says less than 10 percent of Milwaukee students could read or do math at grade level. Rather than the line about "radical race and gender theories," the narrator in the Milwaukee version says Wisconsin has the worst racial achievement gap for African-American students in the country.

The final line is also different as the narrator says, "Tell Tony Evers that parents deserve a choice, and our children deserve a chance."

See the statewide ad:

https://youtu.be/1oN_0EXDEj4



See the Milwaukee version:

<https://youtu.be/T9zrNRUU1hs>