

WMC ad knocks Evers over UI system problems

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The issue ad arm of the state's largest business group is out with another ad knocking Dem Gov. Tony Evers on problems the state had processing the flood of unemployment claims during the pandemic.

Wisconsin Manufacturers & Commerce said the spot will run on broadcast TV. It is the fifth ad the group has run as part of a buy that began in February through the WMC Issues Mobilization Council.

The spot features a Franklin woman identified as Dawn, who says she lost her job when "Evers shut us down" and unemployment was her only lifeline. She says multiple calls went unanswered week after week with no help.

"His failures nearly cost my family everything," she says. "Tony Evers had food on his plate during the pandemic, but what about the rest of us?"

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