

Lincoln Project touts Biden's experience, economic policies in new ad

Posted on Wednesday, Sep 20, 2023

The Lincoln Project is touting President Joe Biden's decades of experience and economic policies in a new six-figure cable ad buy that will be seen in northern and western Wisconsin.

The narrator in the 60-second spot casts Biden as a leader with "a lifetime of experience" with "rock-solid determination to rebuild America" while images of the former U.S. senator and vice president cross the screen.

"Joe Biden's years have taught him leadership, wisdom, toughness, how to ignore the noise and focus on the people," the narrator continues. "He's a president for every American, making the hard decisions with compassion, heart and respect."

The buy includes the La Crosse, Wausau, Duluth and Minneapolis markets, and the Lincoln Project notes the ad will be supplemented with a statewide digital buy.

>> 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.](#)

See the ad [here](#).