

Transgender issues, crime, immigration, abortion major themes in closing ads in key Assembly races

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Going into Election Day, Republicans are targeting Dems on topics such as transgender issues, support for crime prevention, and illegal immigration.

Dems are hitting Republicans on issues including abortion, outsourcing jobs and prescription drug prices.

And both Republican candidate Ryan Huebsch in the 94th AD and Dem David Marsteller in the 21st AD are facing attack ads for offensive comments they made online.

WisPolitics reviewed TV ads posted to AdImpact that were running Oct. 29 and 30 to provide a window into top Assembly campaigns' final messaging going into Election Day.

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An ad targeting Marsteller knocks him for calling a Black woman a racial slur.

A [screenshot](#) shared with WisPolitics shows Marsteller posted on his Threads account saying "The Daily Wire has broken her" with a picture of a broken Oreo cookie. "Oreo" is a racial slur that refers to mixed-race or Black people accused of adopting white characteristics. Though the post doesn't mention her directly, it is dated March 22, the same day Black conservative commentator Candace Owens was fired from The Daily Wire.

The state GOP provided the screenshot, which was passed along to the party by the Republican Assembly Campaign Committee. A search for a Threads account

matching the username in the screenshot did not turn up a profile, saying the link may be broken or the page has been removed.

Marstellar did not immediately provide comment on the post.

The anti-Huebsch criticism focuses on posts he made online as a teen. Huebsch, son of former Assembly Speaker Mike Huebsch, graduated from high school in 2014, according to his personal Facebook account.

In 2014, Huebsch responded to a photo of rapper Tyler, the Creator wearing a hat that says “golf” next to a golf ball wearing a hat with a racial slur against Black people written on it. In response, Huebsch said, “lol I need a hat for my balls.” In 2010, he posted he “can’t wait to kill —”, using a racial slur against people of Arab descent. In other posts, Huebsch used an offensive term for those with cognitive disabilities.

Huebsch has said what he wrote online “in no way reflects the person I am today.”

See below for descriptions and view the ads by clicking on the dropdown toggles.

21st AD: Rep. Jessie Rodriguez, R-Oak Creek vs. Milwaukee Dem David Marstellar

A Better Wisconsin Together is running an [ad](#) saying more than 85% of Rodriguez’s campaign funding came from anti-abortion groups.

View the ad

An Assembly Democratic Campaign Committee and Marstellar campaign [ad](#) tells voters not to believe attack ads against Marstellar about his record on crime.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/c1b471c3-988f-4883-abd6-3dd9a52f013f.mp4>

The Republican Assembly Campaign Committee has three ads criticizing comments by Marstellar, saying he [calls](#) police neo-Nazis, [said](#) empowering parents is “stupid,” and [called](#) a Black woman a racial slur.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/80797943-335d-41dd-af47-3e40545ce816.mp4>

<https://s3.amazonaws.com/pdfweb/videos/cb7ad0ec-0107-420e-b793-af745d6b55c6.mp4>

<https://s3.amazonaws.com/pdfweb/videos/a1ba8664-2d36-4711-b67c-ea076513ebc3.mp4>

26th AD: Rep. Amy Binsfeld, R-Sheboygan vs. Sheboygan Dem Joe Sheehan

Ads from ADCC and Sheehan's campaign feature Sheehan, former Sheboygan Area School District superintendent, saying Binsfeld [voted](#) against free school meals and [touting](#) his work to create a partnership between his school district and local manufacturers.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/ff542a4c-a244-4a79-b154-8f144cbc6799.mp4>

<https://s3.amazonaws.com/pdfweb/videos/eb298e80-7306-4a19-8b06-d06393ed9043.mp4>

A Better Wisconsin Together is running ads targeting Binsfeld on abortion, including two ads [here](#) and [here](#) saying Republicans voted to uphold an 1849 abortion ban and one saying Binsfeld [promoted](#) "abortion reversal" treatments.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/2db47c22-7e5e-4fa6-8f4c-ab595e142e6e.mp4>

<https://s3.amazonaws.com/pdfweb/videos/ed5659be-6ba3-40bd-bf0a-4bc2f6e8fc85.mp4>

A Fight for Our Rights PAC [ad](#) knocks Binsfeld's support for the overturning of Roe v. Wade.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/ce1bc58a-fc9a-47f4-87f2-f582be1771cb.mp4>

An [ad](#) from RACC and Binsfeld's campaign says Sheehan oversaw poor graduation

rates and student performance as superintendent.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/318c8ae8-e0fb-4ca6-9c69-39556e5f5b68.mp4>

30th AD: Rep. Shannon Zimmerman, R-River Falls vs. River Falls Dem Alison Page

Three ads from RACC, with one [featuring](#) Zimmerman's wife, Angel, saying her husband supports abortion exceptions for rape and incest, saying Page [wants](#) "your teen daughter getting dressed with a strange man" and [labeling](#) Page as an "extremist."

View the ads

<https://s3.amazonaws.com/pdfweb/videos/6c1ff6ab-f4bc-4d1f-ad37-18a5898ae3f9.mp4>

<https://s3.amazonaws.com/pdfweb/videos/3998bafb-5a91-4eb7-ade4-57ad266a6d9c.mp4>

<https://s3.amazonaws.com/pdfweb/videos/cd372acc-d0d2-41ef-9da7-5546344efd35.mp4>

Ads from a Better Wisconsin Together say Zimmerman has [taken](#) more than 85% of his campaign donations from anti-abortion groups and saying he would [outlaw](#) abortion. ADCC and Page are running ads with Page [sharing](#) her experience of getting an abortion, saying Zimmerman [authored](#) a law to ban abortion in Wisconsin and [featuring](#) Page saying Zimmerman is "holding our hospital funding hostage."

View the ads

<https://s3.amazonaws.com/pdfweb/videos/bc538ffa-786b-4fce-b0f8-95a9eb03c717.mp4>

<https://s3.amazonaws.com/pdfweb/videos/c70ad9ce-9e9a-408c-946e-3183767d3edf.mp4>

<https://s3.amazonaws.com/pdfweb/videos/84eac40a-9232-43f1-8513-14a69da8ba35.mp4>

<https://s3.amazonaws.com/pdfweb/videos/f57f69b2-58b5-46d5-a95a-20c434f48e3f.mp4>

51st AD: Rep. Todd Novak, R-Dodgeville, vs. Mount Horeb Dem Elizabeth

Grabe

Novak and RACC have ads saying Novak [passed](#) legislation to protect abortion exceptions and voted to expand access to birth control, [calling](#) Grabe a “city slicker from Miami” who supports banning gas-powered vehicles and saying Grabe is [backed](#) by a group that wants to take power away from local school boards and “extremists” who want to defund the police.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/20ceebc4-b8e0-44a2-85a8-27b1355199a8.mp4>

<https://s3.amazonaws.com/pdfweb/videos/2ad76589-a0b7-4148-a5e0-f71516ec10f7.mp4>

<https://s3.amazonaws.com/pdfweb/videos/7f58fec1-d98e-4412-a035-4fcbbffaac73.mp4>

ADCC and Grabe’s campaign are running ads saying Novak [voted](#) with “extreme party leaders,” that he [supports](#) an abortion ban with no exceptions, and [featuring](#) Grabe saying she supports lowering costs and protecting the abortion rights.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/c28d6202-9365-4870-a2b0-2d820a8ce544.mp4>

<https://s3.amazonaws.com/pdfweb/videos/9b15b397-39c7-4df1-95ad-3f666e3cab2d.mp4>

<https://s3.amazonaws.com/pdfweb/videos/ee0743a0-b8ac-4040-b289-683ce2f122c1.mp4>

A Better Wisconsin Together has an ad [saying](#) nearly 84% of Novak’s campaign funds came from anti-abortion groups.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/d1be48fb-7118-4f57-bce1-13fdebd78ed0.mp4>

An Assembly Accountability Project ad says Novak [supports](#) letting politicians ban abortion without exceptions.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/1403f5e7-6660-4530-965e-e48cc6d0e52.mp4>

Main Street Alliance has two ads backing Grabe featuring small business owners [Marie](#) and [Corrine](#) saying Grabe will support them.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/7021ca65-237a-4e82-a55c-35f62b5420a1.mp4>

<https://s3.amazonaws.com/pdfweb/videos/85e174bb-a864-4993-a79d-cf264d05bb08.mp4>

53rd AD: Neenah Republican Dean Kaufert vs. Neenah Dem Duane Shukoski

ADCC and Shukoski have ads calling Kaufert, a former GOP state rep and Neenah mayor, a career politician, saying he would [restrict](#) abortion and contraception access, and featuring Shukoski saying Wisconsinites “[can’t afford](#)” Kaufert and that Kaufert [repeatedly](#) voted against union workers.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/bba0f129-b2c4-4019-b2bc-25ef8f237b1c.mp4>

<https://s3.amazonaws.com/pdfweb/videos/f146d9b2-03d6-415d-924a-fb2b3d0476d5.mp4>

<https://s3.amazonaws.com/pdfweb/videos/ba42f574-616b-46d9-bb7b-a1ebd1752298.mp4>

RACC and Kaufert are running ads claiming Shukoski is “just fine” letting people who in the country illegally vote in U.S. elections and saying Shukoski is okay with [letting](#) biological men in girls’ locker rooms and bathrooms while saying Kaufert supports abortion exceptions, and saying Shukoski is [backed](#) by those who want to defund the police. Another ad feature Kaufert [touting](#) his work as Neenah’s mayor.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/deb13105-190b-4c98-8f54-8f9a425b0ccf.mp4>

<https://s3.amazonaws.com/pdfweb/videos/c77b739d-6bcf-4f57-8115-84ea4d64aeb.mp4>

<https://s3.amazonaws.com/pdfweb/videos/13f60241-fb6d-46fd-99e9-cace8d96026a.mp4>

Ads from A Better Wisconsin Together say [more](#) than 93% of Kaufert's campaign funding came from anti-abortion groups, [suggesting](#) Kaufert would have voted to uphold an 1849 abortion ban and saying Kaufert [wants](#) to ban abortion "on nearly all cases."

View the ads

<https://s3.amazonaws.com/pdfweb/videos/d7370d75-06fd-4ca6-ad2d-05f48c5e4585.mp4>

<https://s3.amazonaws.com/pdfweb/videos/b150abd9-058d-43b1-82ae-56dbe5c06765.mp4>

<https://s3.amazonaws.com/pdfweb/videos/92602378-8f7e-4b54-97be-e2991c8f527c.mp4>

61st AD: Rep. Bob Donovan, R-Greenfield vs. Hales Corners Dem LuAnn Bird

A Better Wisconsin Together is airing ads [saying](#) nearly 85% of Donovan's campaign funds came from anti-abortion groups and that Donovan [voted](#) against lowering the cost of prescription drugs.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/d17594a3-3684-43d3-90c3-9504207b68a4.mp4>

Ads from ADCC and Bird's campaign say Donovan [authored](#) a law to ban abortion in Wisconsin and he "wants to [control](#) a woman's most private medical decisions."

View the ads

<https://s3.amazonaws.com/pdfweb/videos/78628d13-4a8f-4114-82cb-88b04fc6d530.mp4>

<https://s3.amazonaws.com/pdfweb/videos/5ee1fa42-a27b-4515-91d0-637c69b5a5b5.mp4>

RACC and Donovan's campaign are running ads saying Donovan [passed](#) legislation protecting abortion exceptions, that Bird would [raise](#) taxes, give illegal immigrants free housing and health care, allowing teaching "racial division" in schools and force

girls to share bathrooms with men, and another [ad](#) touching on those themes.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/b536c31e-c835-4569-b3a2-51a22a8dda83.mp4>

<https://s3.amazonaws.com/pdfweb/videos/ed9fe50d-8d93-4601-b4e8-f416957e97c3.mp4>

<https://s3.amazonaws.com/pdfweb/videos/6200a7f5-a88e-4240-b10c-171e94a94f0d.mp4>

ACLU has an [ad](#) saying Bird is endorsed by Planned Parenthood, but Donovan voted to keep an abortion ban without exceptions for rape or incest.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/b79dfc85-b60a-467f-9eda-7bf1fd1e2d5b.mp4>

85th AD: Rep. Patrick Snyder, R-Schofield vs. Weston Dem Yee Leng Xiong

A Better Wisconsin Together is running three ads saying Snyder is [too focused](#) on abortion bans to care about the issues that matter, [funded](#) by drug insurance companies and “doing nothing” to stop corporations from outsourcing jobs.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/9fffa49e-c0e0-4de6-91a9-32172c02f2be.mp4>

An ADCC and Xiong campaign [ad](#) says Snyder has “compared abortion to genocide” and voted against guaranteeing the right to contraception, while Xiong “trusts Wisconsin women to make their own health care decisions.” [Another](#) tells voters Xiong will “create jobs and lower costs.”

View the ads

<https://s3.amazonaws.com/pdfweb/videos/ddad56f8-7580-4d82-9e51-bf21c2a2ac74.mp4>

<https://s3.amazonaws.com/pdfweb/videos/1cb3309c-f1f3-41e5-9905-1a0722202e0a.mp4>

RACC is running three ads against Xiong, [saying](#) his “destructive policies are making things even harder for the middle class,” Xiong’s policies will “[crush Wausau](#)” and

that [Xiong has lied](#) about Snyder's position on abortion.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/3cb6e645-2853-4e85-a587-43cccf1d558a.mp4>

<https://s3.amazonaws.com/pdfweb/videos/eb324387-68f7-474c-936f-a20b0571f821.mp4>

<https://s3.amazonaws.com/pdfweb/videos/0f7b615c-7dee-4fbf-895c-96f2f1a05685.mp4>

88th AD: De Pere Republican Benjamin Franklin vs. De Pere Dem Christy Welch

A Better Wisconsin Together has ads saying Franklin has [kept prices high](#), is too focused on abortion bans to care about the issues that matter and would [vote](#) to ban abortion.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/77fa2a37-4587-4d9a-a3b2-664d3c97893d.mp4>

<https://s3.amazonaws.com/pdfweb/videos/31ee19aa-a588-4ca0-9df4-785e57d5d836.mp4>

ADCC has ads with the Welch campaign calling Franklin "[extreme](#)" and [knock](#) Franklin for his views on abortion.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/6910329a-d7e6-42a6-8961-9475b552ab68.mp4>

<https://s3.amazonaws.com/pdfweb/videos/08d88b44-a96c-437e-bb95-6726e9e2a4fe.mp4>

RACC has ads with the Franklin campaign that say the [priorities](#) of Welch and her "radical allies" are a "government takeover, eliminating private health insurance plans, defunding law enforcement and raising taxes" and that Welch [does not pay](#) her taxes.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/9390a723-91c5-49e3-af33-3bfbc6f437c0.mp4>

<https://s3.amazonaws.com/pdfweb/videos/bf55175f-e51c-4b44-8d2e-6f7dca63ba0d.mp4>

Forward Majority Action has an [ad](#) saying Franklin is part of a “divisive coalition” that seeks to limit reproductive rights.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/d9bbb11c-26bd-4998-a86c-0704d86e6077.mp4>

Wisconsin Initiative has an [ad](#) saying Franklin opposes bringing down health care costs.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/ce243e2d-d0dc-4c93-bb6e-5974ff69e872.mp4>

89th AD: Green Bay Republican Patrick Buckley vs. Green Bay Dem Ryan Spaude

ADCC and the Spaude campaign have four ads about Buckley [support](#) of abortion bans, [not paying](#) taxes, [voting against](#) public safety initiatives and [failing](#) to support care for seniors.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/c09da848-62f5-4d3a-b855-8e4a6366285f.mp4>

<https://s3.amazonaws.com/pdfweb/videos/41648af7-66d7-4864-99fa-d49bcc32a490.mp4>

<https://s3.amazonaws.com/pdfweb/videos/5159844a-649f-49ae-940f-b5d6825b3c57.mp4>

<https://s3.amazonaws.com/pdfweb/videos/87721f06-4b08-4d11-80da-97ec71eebbca.mp4>

RACC has four ads with the Buckley campaign saying Spaude has [lied](#) in his ads about Buckley, [forces girls](#) to “share bathrooms and locker rooms with men” and [went easy](#) on criminals as a prosecutor.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/07731b7b-4b61-4ecd-95b8-9bb64c2a74e9.mp4>

<https://s3.amazonaws.com/pdfweb/videos/fdd59553-f210-47d3-9f1e-8858c6e9797d.mp4>

<https://s3.amazonaws.com/pdfweb/videos/6790ea83-d5e9-49aa-ba50-3452eafe0597.mp4>

A Better Wisconsin Together has ads saying not to [trust](#) Buckley, and that he will “[tax](#) anything that moves” and he [supports](#) banning abortion in Wisconsin.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/90925655-ff0c-4cca-9f5b-485e7c4ef0b5.mp4>

<https://s3.amazonaws.com/pdfweb/videos/d1eeadef-c150-4276-9684-6b0788a1f928.mp4>

WMC Issues Mobilization Council is running an [ad](#) saying Spaude is backed by a “radical group calling to defund the police.”

View the ad

<https://s3.amazonaws.com/pdfweb/videos/5e406706-2685-42e9-aacd-7ad88f7ef6de.mp4>

92nd AD: Rep. Clint Moses, R-Menomonie vs. Menomonie Dem Joe Plouff

A Better Wisconsin Together is running an ad saying Moses is too focused on abortion bans to care about the issues that matter.

View the ad

94th AD: Rep. Steve Doyle, D-Onalaska vs. Onalaska Republican Ryan Huebsch

Doyle has ads running touting his commitment to working hard for his constituents and his focus on bipartisanship.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/9ddd3f70-292a-45ab-8ab0-087fd87250aa.mp4>

<https://s3.amazonaws.com/pdfweb/videos/5595b669-7b60-492a-a447-b6bb2f1c98f5.mp4>

<https://s3.amazonaws.com/pdfweb/videos/107b4e04-6381-473a-ab28-f366e7aace06.mp4>

RACC and Huebsch are running ads saying Doyle is “[unwilling to secure the border](#)” and [forced girls](#) to “share bathrooms and locker rooms with biological boys.”

View the ads

<https://s3.amazonaws.com/pdfweb/videos/b69f0f97-9c23-4d82-a2c5-1a77ebd64308.mp4>

<https://s3.amazonaws.com/pdfweb/videos/38fa55c9-a5fd-473e-9204-c7cf3915f60a.mp4>

Assembly Accountability Project is showing an [ad](#) saying Huebsch’s social media posts are racist and full of degrading terms for women and people with disabilities.

View the ad

<https://s3.amazonaws.com/pdfweb/videos/15c8bbaa-83b6-4f56-a264-9632fb073446.mp4>

A Better Wisconsin Together is running ads knocking Huebsch’s [social media posts](#) and saying he [supports](#) an abortion ban.

View the ads

<https://s3.amazonaws.com/pdfweb/videos/bbd930a1-6b93-481b-9a4e-dc7bbea88927.mp4>

<https://s3.amazonaws.com/pdfweb/videos/c987645c-e0fb-4fc2-99e0-d6cfd677b438.mp4>