

Lazar campaign: Launches new ad “The Choice,” highlighting stark contrast on reproductive rights

Posted on Thursday, Mar 5, 2026

>> **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.](#)**

[WAUKESHA, WI] — Today, the Judge Maria Lazar campaign for Wisconsin Supreme Court announced the release of its latest television and digital advertisement, “[The Choice](#).” The spot draws a definitive line between Judge Lazar’s commitment to judicial restraint and the radical, out-of-touch legislative history of her opponent, former Madison politician Chris Taylor.

The advertisement, which can be viewed [HERE](#), exposes Chris Taylor’s past as a policy director for Planned Parenthood and her authorship of 2017 Wisconsin Assembly Bill 656. That legislation sought to allow abortion at any time during a pregnancy—including up until the moment of birth.

In sharp contrast, Judge Maria Lazar has been clear and consistent in her position: as a judge, she will uphold the law as written, including Wisconsin’s current 20-week compromise.

“In this race, the choice could not be more clear,” said Judge Maria Lazar. “While my opponent has a history of pushing extremist policies that go far beyond the common-sense consensus of Wisconsinites, my touchstone has always been the Constitution. I am a judge, not a political activist, and I believe the final say on limitations and restrictions belongs to the citizens of this state, not to those who wish to rewrite the law from the bench.”

“The Choice” highlights the fundamental question facing Wisconsin voters:

● A Proven Jurist vs. A Career Activist: Contrasts Judge Lazar’s 12 years of judicial

experience with Chris Taylor's failed legislative record, where she introduced 279 bills and only 12 passed.

- Impartiality vs. Bias: Highlights Taylor's refusal to say if she will support the current 20-week compromise or if she would recuse herself from cases involving her former employer, Planned Parenthood.
- Stability vs. Extremism: Emphasizes Judge Lazar's commitment to upholding the legal status quo to provide stability for families and doctors, versus Taylor's documented support for "abortion at any time."

"Wisconsin needs a Supreme Court Justice who understands that a judge's role is to apply the law, not to advance a personal or partisan agenda," said campaign spokesperson Nathan Conrad. "This ad buy ensures that every voter understands that Judge Maria Lazar is the only choice to restore integrity and impartiality to our highest court."

The significant 6-figure buy will begin airing immediately on broadcast, cable, and connected TV (CTV) platforms in major markets across Wisconsin.

To learn more about the ad, please click [HERE](#).

About Judge Maria Lazar

[Judge Maria Lazar currently serves on the Wisconsin Court of Appeals. A graduate of Georgetown University Law Center](#), she has dedicated her [career to the rule of law](#) and ensuring that the judicial system remains fair, neutral, and independent. To learn more about the campaign, please visit JudgeMariaLazar.com