



For Immediate Release

March 20, 2017

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Tony Evers Releases First Television Ad in Milwaukee and Madison Media Markets

"Most" Will air throughout Milwaukee and Madison Markets beginning on March 21, 2017

Madison — The following is a statement from Amanda Brink, Campaign Manager for Tony Evers for State Superintendent:

"We will be strongly communicating our message to voters statewide in the final two weeks of the campaign. Our television ad "Most" will be aired throughout the Madison and Milwaukee media markets. The ad details a clear contrast between Tony Evers and his opponent. In the race, Tony Evers is the only candidate who can be trusted to be a strong advocate for Wisconsin's public education system and our 860,000 kids."

[You can view our ad here](#)

"Most" Television Ad — :30

Script

Visuals

There are no do-overs in a child's early education

Tony sitting in a classroom

As a former teacher and principal, I know we've got just one shot to get that right

As State Superintendent, I've had to do more with less

Tony sitting at a kitchen table with family

Graduation rates are up
Standards are up
And we're expanding career and
technical education

My opponents plan raises his own
salary, and pays for a personal driver
That's wrong, folks
I'm Tony Evers, I'll never take my
focus off what matters most... that's
our kids

Tony walking down street with family

Citations: WI DPI, Extended-year graduation rate. WI
DPI, Academic Standards, <https://dpi.wi.gov/standards>

WI DPW, New Skills for Youth P2, ACP, AP
Performance 2/22/2017

Tony back in classroom

Tony Evers for State Superintendent

Paid for By Tony Evers for State Superintendent

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