

FOR IMMEDIATE RELEASE

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Priorities Wisconsin Adds Outreach Director to Growing Team

Madison, WI – Priorities Wisconsin is announcing an additional key hire to their communications team, Cassidy Geoghegan. Cassidy will lead communications and outreach efforts for Priorities Wisconsin, a part of Priorities USA's battleground state communications program which launched last month. Cassidy joins a Wisconsin-based team that is collecting stories from people and families in the state who have felt the negative impact of living in Trump's economy.

The team is creating original content in collaboration with local partners and working with in-state media to share the stories, research, and data reflecting what it's really like to live in Trump's America. This work is also informing Priorities' national paid media program, helping to localize messaging and content to make their ads more relevant to real Wisconsinites.

"As a native Wisconsinite, Cassidy understands the consequences that President Trump's reckless policies have on people across the state," **said Josh Schwerin, Senior Strategist and Communications Director for Priorities USA.** "She also has the experience of combating misinformation that will be essential to defeating Trump. Wisconsin is a crucial state in 2020, and hiring smart people like Cassidy to tell the stories of hardworking Wisconsinites being hurt by Donald Trump's policies is an important piece of the puzzle."

Cassidy joins a team that includes Bridget Driscoll, the Wisconsin Content Producer. Before joining Priorities Wisconsin, Cassidy worked as the deputy press secretary for Everytown for Gun Safety. There, she focused on federal legislative affairs, combating misinformation to help drive the gun lobby's favorability ratings underwater, and opposing dangerous legislative initiatives. She is from Madison, Wisconsin and is a graduate of Montana State University.

More information about Priorities Wisconsin is available [here](#).

