

**TO:** Interested Parties  
**FROM:** NRSC  
**RE:** Wisconsin  
**DATE:** September 26, 2024

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## **MESSAGES**

Voters in Wisconsin should hear the following on Tammy Baldwin:

- Tammy Baldwin said we are “spending too much, throwing too much money on our southern border” and worked with Kamala Harris in trying to reject funding for more Border Patrol personnel. Baldwin even sought to overturn policies prioritizing the removal of criminal illegal immigrants from the country. Now, Wisconsin communities are reeling from violent attacks by illegal immigrants. We must reject Baldwin's open border policies and keep our communities safe. ([Learn More](#))
- While higher prices have hurt Wisconsin families, Tammy Baldwin voted for bills that drove up our cost of living, including voting for two trillion dollars in inflationary spending, and tax increases on middle class families. ([Learn More](#))
- Tammy Baldwin supports President Biden and Kamala Harris’s efforts to force schools to let biological men compete in women’s sports. ([Learn More](#))
- Tammy Baldwin says Wisconsinites don’t want a senator who fights for Wall Street, even as Baldwin herself has quietly been in a years long relationship with a Wall Street executive who manages the fortunes of the ultra-wealthy and helps them avoid taxes. ([Learn More](#))
- Tammy Baldwin voted to give illegal immigrants COVID-19 stimulus funds that were meant for our citizens, and even voted to give taxpayer-funded healthcare to illegals granted amnesty. ([Learn More](#))

## **MARKET AND MESSAGE PRIORITIZATION**

The following are the most important markets where voters should hear these messages. The markets are ranked in order of importance and the sequence in which they need to hear messages. Voters should hear them on broadcast television with the addition of radio in select markets. Secondarily, they should hear them statewide on YouTube.

1. Milwaukee DMA
  1. Cost of living increased while illegal immigrants received stimulus checks
  2. Dangerous open borders and radically soft on crime
  3. Men in women’s sports
  4. Brisbane corruption

2. Green Bay DMA
  1. Dangerous open borders and radically soft on crime
  2. Men in women's sports
  3. Cost of living increased while illegal immigrants received stimulus checks
  4. Brisbane corruption
  
3. Wausau DMA  
*Radio in addition to broadcast.*
  1. Dangerous open borders and radically soft on crime
  2. Men in women's sports
  3. Cost of living increased while illegal immigrants received stimulus checks
  4. Brisbane corruption
  
4. La Crosse-Eau Claire DMA  
*Radio in addition to broadcast.*
  1. Dangerous open borders and radically soft on crime
  2. Men in women's sports
  3. Cost of living increased while illegal immigrants received stimulus checks
  4. Brisbane corruption
  
5. Madison DMA  
*Radio in addition to broadcast in rural parts.*
  1. Cost of living increased while illegal immigrants received stimulus checks
  2. Brisbane corruption
  
6. Duluth DMA
  1. Radio only
  
7. MSP DMA
  1. Radio only