EXAMPLES OF WINNING JOBS NARRATIVE-ALIGNED ADS:
2022 GENERAL ELECTION

During the months leading up to the 2022 general election, a wide range of campaigns, independent expenditures, and political action committees created ads whose messages aligned with the Winning Jobs Narrative. This resource provides examples of these ads and how they exemplified five key elements of the Winning Jobs Narrative architecture.

For more information on the Winning Jobs Narrative Project, visit winningjobsnarrative.org.

1. Center working people in the narrative, recognizing them as the heroes and prioritizing them and their key concerns.

Race: U.S. Senate, NV
Source: Somos PAC
Title: Women Are Bringing Nevada Back

Key Element: “With determination and hard work, women are bringing Nevada back, and Catherine Cortez Masto is there for us.”

Race: U.S. House, CT-03
Source: Rep. Rosa DeLauro (candidate)
Title: Got to Work

Key Element: "No pay raises in years, inflation, and high taxes. The middle class is getting killed. So Congresswoman Rosa DeLauro got to work, putting working people first. Always has, always will. Stopped Marine One helicopters from being outsourced, saving jobs. Fought bad trade deals even from Democratic presidents. And took on price gouging corporations, making sure every profitable big company pays taxes. Because nothing is more important than putting workers first."

Race: U.S. House, MN-02
Source: Rep. Angie Craig (candidate), DCCC
Title: Hands

Key Element: “To tackle inflation and fix the supply chain, we’ve got to get tough on China, invest in technical training and apprenticeship programs, and bring more manufacturing jobs here.”
2. Show that, like all working-class people across race and geography, we value work (not wealth).

Race: Governor, OR  
Source: Nina Kotek (candidate)  
Title: Essential  
Key Element: "I'm Tina Kotek, and I believe work should be valued. That's why I fought so hard to raise the minimum wage and make sure everyone has paid sick days and family leave. As governor I'll fight to make healthcare, childcare, and housing more affordable."

Race: Governor, NM  
Source: New Mexico Workers First  
Title: Personalities  
Key Element: "They're both TV personalities with mouths full of pearly whites. And Mark Ronchetti's economic agenda is like Trump's too - rewarding big corporations and their CEOs as New Mexicans pay more. Michelle Lujan Grisham values work, not wealth. She cut taxes on Social Security benefits, capped insulin prices to help lower costs, and passed tax cuts to help middle class New Mexicans. You work hard. MLG is working hard for you."

Race: U.S. House, NV-04  
Source: Rep. Steve Horsford (candidate)  
Title: How Important  
Key Element: "I know how important work is. I was raised by a hardworking single mom right here in Nevada. So I worked multiple jobs to support my siblings. And I'll never forget where I came from. I led the largest job training program in Nevada. And in Congress, I'll never stop fighting to lower costs and reduce crime, giving all our families the opportunity to work and succeed."

Race: U.S. House, MI-03  
Source: Hillary Scholten (candidate)  
Title: Made in West Michigan  
Key Element: "When it's made in West Michigan, it's built to last. I think it's time Congress got back to valuing that kind of hard work and the quality that comes with it. Bringing supply chains home will lower costs and create long-term opportunities for all our families."
3. Situate working people as the engines of the economy

Race: U.S. Senate, NV
Source: Somos PAC
Title: Hard Work
Key Element: “We are like family here. When our workers do well, we all do well.”

Race: U.S. Senate, WA
Source: Women Vote!
Title: Back on Track
Key Element: “Patty Murray knows getting back on track starts with him. And her. And them (visuals of working people). For Murray, that means cutting taxes—for the middle class. Cracking down on oil and drug companies profiting from our pain. And investing in the next generation of manufacturing jobs to fix the supply chain, bring down prices, and increase wages.”
4. Position government/policy/candidates in a supporting, not starring role—so that people keep their agency in the narrative.

Race: Michigan House, 75th District  
Source: Michigan Democratic State Central Committee  
Title: Right Thing  
Key Element: "I started seven different businesses, probably creating more jobs in West Michigan than any state legislator. So I'm tired of Lansing politicians like Mark Huizenga who have no clue how our economy works. Huizenga gave big tax breaks to big corporations but crumbs to working people. That's ass-backwards. Making it a little easier for working families to pay their bills isn't just the way to get our economy out of the gutter—it's the right thing to do."

Race: U.S. House, OH-09  
Source: Rep. Marcy Kaptur (candidate)  
Title: Save Our Auto Industry  
Key Element: "Good jobs with good benefits are how we support our families"

5. Make the case that policies are good for everyone and good for the economy.

Race: U.S. Senate, NV  
Source: Somos PAC  
Title: Hard Work  
Key Element: "Catherine Cortez Masto is all about making sure we have the opportunities and tools to build a good life. . . She's helping create jobs, lower healthcare costs, and fix supply chains."

Race: Governor, WI  
Source: Gov. Tony Evers (candidate)  
Title: Measures  
Key Element: "By some measures, our economy is doing great. We've reached the lowest unemployment in state history. We have a record budget surplus. But there's another side too - rising prices for groceries, gas, and medication. Folks, that's a problem. That's why I have a plan to cap prescription drug prices, aggressively prosecute price gouging, and cut taxes by another 10% for working families. It's the right thing to do for Wisconsin and our economy."
Race: U.S. House, KS-03  
Source: Rep. Sharice Davids (candidate)  
Title: 6 a.m.

Key Element: "It's 6 a.m., and up on this overpass these guys are already at it. Starting early to beat the heat, staying late because that's what it takes. I'm Sharice Davids. I worked with local officials, Republicans and Democrats, on a plan to fix bridges and roads like this all over Kansas. Then worked with Republicans in Washington to pass it, keeping these guys on the job and boosting our economy. . . They work hard, and work together. Washington should too."