

New TV Ad Features African American Media Across Key Battlegrounds

Written by Biden for President 2024 Press

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New testimonial ad highlights how President Biden and Vice President Harris are investing in communities “that are usually last on the list to receive any type of funding”.

WASHINGTON - Wednesday, as part of our historic investment in African American media, Team Biden-Harris launched a new ad, “[List](#),” focused on how President Biden and Vice President Harris are prioritizing investments in communities that are too often left behind. The spot features Darren Riley, a small business owner and entrepreneur from Detroit, Michigan, who highlights how President Biden’s agenda has made a real difference in communities like his. In “List,” Darren shares how he always felt like his community would be the last to receive any funding, but now President Biden and Vice President Harris’ policies, like the Bipartisan Infrastructure Law and the Inflation Reduction Act, are helping everyday people.

“List” will run on programming that over-indexes among African American audiences in the Detroit, MI, Philadelphia, PA, and Milwaukee, WI markets and on targeted digital in MI, WI, PA. The spot will also run on Black-owned television and digital properties including TVOne, OWN, TheGrio, Blavity, Roland Martin, NewsONE and Bossip. The ad is part of Team Biden-Harris’ largest and earliest investment in Hispanic and African American media for a reelection campaign in history.

“While MAGA Republicans push an extreme agenda that would harm Black Americans and take our country backwards, President Biden and Vice President Harris have been fighting for and delivering on policies that make a real difference in our communities by providing access to capital and creating pathways to generational wealth,” **said Biden-Harris 2024 Principal Deputy Campaign Manager Quentin Fulks.**

“President Biden took on Big Pharma to lower prescription drug costs including the price of insulin, he’s defending the fundamental right to vote, and meaningfully investing in our

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community's economic well-being. We're not taking a single voter for granted, and this ad will make sure voters know how President Biden and Vice President Harris have their backs in office."



Watch "List" [HERE](#) .