

New Donald Trump Ad Continues Focus on Family Issues

The latest television ad from Republican presidential nominee Donald Trump's campaign is a 30-second spot titled "Listening" that continues his focus on family issues by once again highlighting his child care tax credit and family leave proposals.

The spot features "Monica C.," a Trump supporter from Philadelphia. "I love being a mom," she says. "But no matter how hard we work, we can't get ahead. Childcare costs have us stuck."

But—and this is the central message of the ad—Donald Trump is listening.

"His childcare plan makes a difference for working families," she said, referring to Trump's proposal to allow American families to deduct all of their child care expenses from their federal tax returns. "More money, more freedom. He's helping Americans just like us."

Deputy campaign communications director Jessica Ditto said Trump is "listening to the hard-working families who are struggling to pay for quality childcare." That is why, she added, he proposed his "groundbreaking child care affordability plan."

"On Nov. 8, the American people have a choice for president in Donald J. Trump that will result in common sense solutions to make America great again, and an improvement over the empty rhetoric of Hillary Clinton and the failed Democratic policies of the past 30 years."