

Evers knocks Holtz in first TV ads of the campaign

Posted on Monday, Mar 20, 2017

State Superintendent Tony Evers' campaign released its first two TV ads of the campaign today, both of which knock opponent Lowell Holtz for a proposed deal that could have landed the challenger a six-figure, taxpayer-funded job.

Without naming Holtz in either ad, Evers references talks Holtz and fellow primary challenger John Humphries had that one could get a six-figure salary and a driver if one of them left the race and other beat Evers in the April election.

"My opponent's plan raises his own salary, and pays for a personal driver," Evers says in the ad that launches tomorrow in Madison and Milwaukee. "That's wrong, folks."

The other ad, part of a different TV ad buy for markets in Green Bay, La Crosse and Wausau, hones in on the proposed personal driver.

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"When it comes to education, we can't afford to waste a single dollar," Evers says. "Yet my opponent thinks taxpayers should pay for his personal driver. I'm Tony Evers, and I don't need some chauffeur to show me the way."

Evers also touts higher graduation rates, higher standards and the expansion of career and technical education in both ads, as he seeks a third term as the state's head of schools.

A WisPolitics.com check of the ad buy found the campaign is spending at least \$110,000 to run TV ads through the April 4 election.

Repeated checks have not turned up any ad buys from Holtz, the former

superintendent of the Whitnall and Beloit school districts, or outside groups.

See the Madison and Milwaukee ad:

See the Green Bay, La Crosse and Wausau ad: