

Tiffany in TV ad pledges to continue working on preserving the Wisconsin way of life

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U.S. Rep. Tom Tiffany is out with his first TV ad since the special election, where he says in Congress he'll continue to work on preserving the Wisconsin way of life.

The ad — which runs district-wide on broadcast and cable TV, as well as digitally and over radio — opens with the Minocqua Republican and his mother canning pickles, when he points out people “all felt some pressure lately” with recent hardships.

“That’s why I’ve been working to save Wisconsin jobs, helping families make ends meet, keeping the economy moving, while protecting those bottled up at home,” he said.

His mom then calls his remarks “sweet,” and Tiffany jokes that he thought the pickles they’re canning were dill.

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A spokesman for the campaign declined to say how much the ad buy cost.