

# Kerr hires new firm to lead campaign

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State schools superintendent candidate Deb Kerr has hired Crossroads Solutions to run her race after the former campaign manager left last month, the campaign told WisPolitics.com.

The firm, led by operative Chelsea Cross, was brought on board shortly after Brandon Savage left. Savage, who has exclusively worked with Dem candidates and groups, said he couldn't provide Kerr the general election strategy she would need to win, believing she would have to appeal to Republicans and conservatives.

The election on April 6 pits Kerr, the former Brown Deer District superintendent, against Pecatonica Superintendent Jill Underly.

Cross and Crossroads Solutions previously worked on the campaign of Shandowlyon Hendricks-Williams, another pro-voucher candidate who finished fourth in the seven-way Feb. 16 primary.

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Cross last year led the campaign of Dem Tom Palzewicz for the heavily GOP 5th CD. She also last year worked on the state Supreme Court race of Ed Fallon, who ran as a progressive.