

Evers, DGA ads hit Michels over allegations of sexual harassment, assault at his family business

Posted on Wednesday, Sep 21, 2022

Gov. Tony Evers and the Democratic Governors Association are both hitting Republican Tim Michels for allegations of sexual harassment and assault at his family business.

The Evers campaign declined to provide details on the buy other than it will be on broadcast and cable statewide. WisPolitics.com previously reported the Evers campaign had \$8 million of TV reserved between Sept. 6 and the Nov. 8 election.

The narrator in the Evers ads says “culture comes from the top” in a company, and Michels’ business has been sued “numerous times” over sexual assault and harassment in the work place. The narrator says female employees said they were groped, assaulted and pressured to have sex with their bosses.

“Higher ups” dismissed the women as liars and “even fired those who spoke out,” the narrator says.

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)

The spot closes, “Is that what we need for Wisconsin? Tim Michels, too radical, too divisive.”

See the ad:

<https://youtu.be/I2tMpNO9QJs>

The DGA spot, through its affiliate the Alliance for Common Sense, has similar themes.

The group said the spot is running statewide with a seven-figure buy behind it.

The narrator in the spot says there's "case after case" of women who worked for Michels' construction company saying they were "groped, sexually assaulted and pressured to have sex with their bosses."

The narrator adds when they resisted, the women were threatened, called liars or forced to resign, and co-workers who spoke up on their behalf were fired.

"If this is how Tim Michels runs his business, how do you think he'd run the state?" the narrator says to close the spot. "Tim Michels' radical agenda is so very, very wrong."

See the ad:

<https://youtu.be/bj8I7XY4mOc>