

# Future Forward Action ad calls Michels' ideas 'radical'

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Future Forward Action is up with a new ad saying Michels brings “some pretty radical stuff with him” when he “makes that long journey from his home in Connecticut all the way to Wisconsin.”

The group is spending nearly \$1.3 million on paid media over the final week of the race, according to AdImpact. The spot is running in the Milwaukee, Green Bay and Madison markets.

The narrator says Michels has a plan that would raise taxes on 73 percent of us while cutting them for the rich.

“And if that feels a little too Connecticut and not enough Wisconsin, well, Tony Evers has a different plan to build up our schools and get costs down. It’s a plan for Wisconsin by Wisconsin, and it’s the right plan for you,” the narrator says to close the spot.

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