

Johnson launches first his TV ad in mayoral election

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Acting Mayor Cavalier Johnson's first TV ad of the mayoral election says he wants to build a safer, stronger and more prosperous Milwaukee.

Campaign spokesman Sachin Chheda told WisPolitics.com the 30-second ad buy worth six figures can be seen on broadcast and cable TV, social media, through streaming services and in direct digital placements.

Johnson says in the spot he wants to raise his three children in the city he grew up in: "In this wonderful, beautiful, but sometimes heartbreaking city."

"And when violence is happening steps away from where they play, I know that we must do better," he adds. "We've got a bold vision."