

Michels in new ad calls for new direction for Wisconsin

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GOP gov candidate Tim Michels is up with a TV ad calling for a new direction for Wisconsin.

According to AdImpact, Michels had more than \$1 million reserved on paid media over the final week of the race. As of this morning, Michels and the groups backing him were poised to spend nearly \$3.6 million. Dem Gov. Tony Evers and his allies had almost \$6.7 million reserved.

The spot features Michels in a red truck saying a governor's basic responsibilities are to "keep us safe, strong and thriving" but that's not happening. Michels says the race is about what a governor is going to do, and he pledges to put more money into the pockets of hardworking families, to have safer communities and to have better schools.

"I'm Tim Michels. If you're ready for a new direction, hop in," Michels says to close the spot.

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