

Michels vows to 'turn Madison upside down' in new ad

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Republican Tim Michels has launched a new TV ad saying he's running for gov "to turn Madison upside down and take back the freedoms that make Wisconsin great."

According to AdImpact, the spot is running in the Green Bay, La Crosse and Wausau markets.

Michels opens the spot saying he served "God, family and country" as an Army commander, but "the media, they say none of that matters anymore." He adds his dad "handed me a shovel and put me to work" when he was 9.

"Nowadays, people get paid to sit on the couch," he says. "I'm Tim Michels. I'm not some career politician. I'm a self-made businessman who doesn't give a rip about the special interests or their money."

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