

Nelson Campaign: Releases first paid campaign radio and digital ads focused on fighting for the little guy

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Appleton, Wis. – Outagamie County Executive and pro-labor populist U.S. Senate candidate Tom Nelson has released his first paid campaign ads, a series of radio and digital ads to promote his strong record of fighting for Fox Valley paper workers against corporate greed and his ability to beat Ron Johnson from a red part of the state.

This week, Nelson released ads on Devil's Radio, a progressive radio station spanning Madison, Milwaukee, and central Wisconsin airwaves. The ads highlight Nelson's core message making sure we put Main Street ahead of Wall Street and contrasting his humble roots against Ron Johnson marrying into a billionaire family. You can listen to the ads [here](#) and [here](#). Nelson is the only major Senate contender to advertise on Devil's Radio.

In addition to these radio ads, Nelson for Wisconsin released a new series of Facebook ads where Nelson explains the stories of three shuttered paper mills – in Neenah, Kimberly and Appleton – that highlight his campaign to save Wisconsin manufacturing jobs as opposed to Ron Johnson's clear record of neglect. The three featured mills are Clearwater Paper in Neenah, NewPage Mill in Kimberly, and Neenah Paper in Appleton.

LINKS to ads:

Clearwater Paper ad is [HERE](#)

Kimberly NewPage Mill ad is [HERE](#)

Neenah Paper ad is [HERE](#)

The release of the ads follows Nelson's introduction of his [first policy plan](#) in early March, which focused on bringing jobs and the supply chain back to the United States, fighting inflation, and enforcing our antitrust regulations to fight for working families.

Nelson has made reshoring our manufacturing industry a central theme to his campaign, and wrote a book on [his experience helping save the Appleton Coated paper mill](#) in Combined Locks.

Campaign manager Irene Lin explained, "Our new paid ads are in line with our underdog grassroots approach by targeting progressive audiences on a radio station that has so far been sadly neglected by other Democratic candidates spending millions on TV. The Facebook ads clearly show Tom's record of fighting for workers here in the Fox Valley against the forces of corporate greed and are a potent reminder of the need for domestic manufacturing in light of our current supply chain and inflation crises. We believe this messaging and Tom's proven ability to win in a Trump county will hit home with Democratic voters who can see through self-funded vanity TV ads."

TRANSCRIPTS:

DEVIL'S RADIO AD 1:

TOM: Two-thirds of U.S. Senators are millionaires, including Ron Johnson, who married into a billionaire family. I'm Tom Nelson, NOT a millionaire. Just the son of a Lutheran pastor, who approves this message.

TOM: I need your help to get to the Senate to make sure people like Johnson finally pay their fair share. Go to nelsonforwi.com if you can give a few bucks, so we can make sure EVERYONE has a voice.

TOM: Paid for by Nelson For Wisconsin.

DEVIL'S RADIO AD 2:

TOM: Hi I'm Tom Nelson, I approve this message. I'm a county executive who has won six times in a Trump county, because I'm a proven progressive who fights for workers. That's how I helped save 300 union jobs at a local paper mill when a big bank wanted to shut it down.

TOM: We need to reverse the catastrophic corporate globalization policies that ship good jobs overseas, causing supply chain problems and inflation. Now I'm running for the U.S. Senate to take on America's worst Senator, Ron Johnson, because we need someone who puts Main Street over Wall Street.

TOM: Paid for by Nelson For Wisconsin.

CLEARWATER AD:

TOM: Tom Nelson, candidate for the U.S. Senate. I'm here in Neenah, Wisconsin, behind me was Clearwater Paper. They shut it down, taking 300 jobs. Why?

Because the company said they could not cost effectively compete in the markets they serve. What the hell are they talking about?

It's always about the money and the profits. It's never about the people. How do we thank the workers? We fire them. And that's the type of attitude people like Ron Johnson have.

We can't bring back those jobs, but we can send a message. We can retire Ron Johnson this fall.

NEW PAGE AD:

TOM: Hi, Tom Nelson, candidate for the U.S. Senate. I'm here in Kimberly, Wisconsin. I grew up across the river here, Little Chute, my dad started a church right down the road. A lot of my friends worked here after high school when it was a paper mill.

One day, a private equity firm from Wall Street called Cerberus swooped in and shut it down, taking 600 jobs with it. Ron Johnson

thought they deserved a tax break.

Think about that. Shut down the mill, kill 600 jobs and cheat on your taxes. We can bring Cerberus to justice and we can retire Ron Johnson.

NEENAH AD:

TOM: Hey, Tom Nelson, candidate for the U.S. Senate. I'm here in Appleton, Wisconsin, right behind me is Neenah Paper, or what was Neenah Paper.

Last year, their company, based in Georgia, shut it down, taking 100 jobs with it. Why? I'll tell you why. "We have found that the facility is no longer a competitive asset. It doesn't really align with our long term business goals, and there weren't really any other profitable alternatives that we had, so we made this really difficult decision."

You know, I'm tired of hearing that. It's always money. It's always profits over working families. It's not about the people, the people that I want to represent and the people that Ron Johnson supposedly represents.

You know, we can't bring back these jobs, unfortunately, but we can send a message. We can send a message by retiring Ron Johnson this fall.