

Series of Evers ads paint Michels as 'divisive radical'

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Gov. Tony Evers has launched five 15-second TV ads knocking GOP rival Tim Michels as a “divisive radical.”

The spots are the first from Evers hitting Michels since the construction exec won the GOP nomination a week ago. Evers previously announced a \$3.5 million TV buy through the Aug. 9 primary. The campaign said the latest spots are part of a statewide buy that will run on broadcast and cable TV, but declined to say how much it's spending on the ads. Evers has reported spending more than \$9.4 million on TV since early March.

All five new ads follow the same format, with the narrator asking if viewers know about Michels' positions.

One says he wants to criminalize abortion “even for pregnant rape victims.” It then plays a clip of Michels saying in an interview he doesn't support exceptions for rape or incest to an abortion ban.

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Another says Michels pledged to cut millions from public schools before playing a clip from a GOP gov debate in which he said, “We're already throwing so much money at education.”

A third says Michels doesn't believe people should be openly gay in public. It then plays a clip from Michels at a 2004 U.S. Senate debate in which he said, “I think when you bring it out of your house and onto the public street, that's where I differ.”

The fourth says Michels supports allowing teenagers to buy AR-15s with no waiting

period. It plays a clip of Michels at a campaign stop saying he's "pro-gun."

The other says Michels won't rule out overturning the results of the last election. It shows a clip of him asking, "Was the election rigged? Was the election stolen?"

Each also closes with the same line.

"Is that the kind of divisive radical you want as your governor?" the narrator says.

Evers has now run 18 ads as part of his reelection bid.

See the ads:

https://youtu.be/oS_bKNQJ2RI

https://youtu.be/BOoeTjTex_Y

<https://youtu.be/bFf6o0gs33I>

<https://youtu.be/L0wbWkK9pEw>

<https://youtu.be/8XBp6j5ppS0>