

# Marsy's Law for Wisconsin: Launches statewide radio campaign

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**MADISON** – Marsy's Law for Wisconsin today announced the launch of a statewide radio campaign as the April 7 vote nears on the proposed crime victims' constitutional amendment. The campaign will add to the robust ongoing television and digital advertising effort already underway and expand on the coalition's extensive grassroots outreach efforts aimed at educating voters on the amendment and driving public support ahead of the April vote.

The statewide radio launch includes sixty-second ads in English and Spanish that will run in media markets throughout the state, urging listeners to support the crime victims' constitutional amendment commonly known as Marsy's Law for Wisconsin.

The first ad features violent crime survivor Christina Traub, who has been an outspoken proponent of Marsy's Law for Wisconsin since the campaign's statewide launch in 2017. "I just remembered scrambling trying to get his hands off my neck, and he slammed my head on the sidewalk. During the process of conviction, every time I went into a courtroom, I just felt like I was pushed to the background," Christina explains in the ad. "My abuser had more rights than I did. Crime victims deserve equal rights." [Listen to the ad.](#)

A second ad highlights prominent endorsements from Milwaukee nonprofit and business leaders, including the NAACP Milwaukee, Sojourner Family Peace Center, Social Development Commission (SDC), Milwaukee Common Council President Ashanti Hamilton, and City of Milwaukee Office of Violence Prevention Director Reggie Moore. "Right now, crime victims in Wisconsin are being left behind by our criminal justice system," says the narrator. "That's why so many Milwaukee-area leaders are supporting the constitutional amendment on the ballot that will give additional rights to crime victims." [Listen to the ad.](#)

The third ad is in Spanish and highlights support for the amendment from prominent Hispanic leaders including UNIDOS, LULAC Council 354 and the Hispanic Collaborative Network. [\*Listen to the ad.\*](#)

Introduced for second consideration as Assembly Joint Resolution 1/Senate Joint Resolution 2 the bipartisan victims' rights legislation was approved in 2019 for placement on the April 2020 ballot after passing the Wisconsin State Senate and Assembly with overwhelming bipartisan support in two consecutive legislative sessions. The upcoming April 7 vote marks the final step in the approval process for the proposed constitutional amendment.

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