

Opportunity Wisconsin: Oshkosh billboard calls out Sen. Johnson for enriching himself while in office

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OSHKOSH, Wis.—Today, [Opportunity Wisconsin](#) announced a new holiday-themed billboard ad urging Badger State residents to call Senator Ron Johnson’s office and tell him to “stop putting his profits above Wisconsinites.” The billboard, located [on Interstate 41, North of Johnson Street in Fond du Lac](#) heading into Oshkosh, will be up through December 26, 2021. The billboard will welcome Senator Johnson home on his drive back from General Mitchell International Airport, [assuming he’s not flying home on his private jet.](#)

The new billboard ad follows the recent [launch of a seven-figure TV ad](#) calling out Senator Ron Johnson for putting his own personal profits above hardworking Wisconsinites. The new ad, “[Service](#),” features Dan, a former U.S. Navy submariner and Fall Creek, WI resident, calling out Senator Johnson for passing a special tax break that benefited his family’s business and for doubling his wealth since taking office. The ad encourages Wisconsinites to call Senator Johnson’s office to tell him to stop voting for tax laws that benefit himself.

This is the latest in Opportunity Wisconsin’s efforts to hold Senator Johnson accountable. In October, Opportunity Wisconsin launched a seven-figure statewide TV ad campaign highlighting Senator Ron Johnson’s support for a law that includes rewards for companies that ship Wisconsin jobs to foreign countries. The ad, “[Outsourcing](#),” featured Kathy, a former Hufcor employee of 36 years whose job was eliminated after the Janesville manufacturing plant announced it would close and send Wisconsin jobs to Mexico.



The new ad is running on a combination of broadcast, cable, OTT, and digital in the Milwaukee, Madison, Green Bay, and Wausau media markets.