

Opportunity Wisconsin: ICYMI: Full page, front page, and digital ads in Senator Johnson's hometown paper

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OSHKOSH, Wis.—[Opportunity Wisconsin](#) today launched front page, full page, and digital ads in Senator Ron Johnson's hometown newspaper, the [Oshkosh Northwestern](#). The ads reference Senator Johnson's recent comments where he said, "[It's not like we don't have enough jobs here in Wisconsin](#)," after refusing to fight to bring good-paying union jobs to his hometown of Oshkosh. The ads call on Wisconsin residents to tell Senator Johnson to "start looking out for Wisconsin jobs."

"Senator Ron Johnson, the same person who pushed through a special tax loophole to benefit his family's business, is now once again turning his back on Wisconsin workers," said Meghan Roh, Opportunity Wisconsin Program Director. "Self-serving Senator Johnson seems to only care about helping himself and wealthy folks like him. It's time for Senator Johnson to start looking out for Wisconsin jobs."

[FRONT PAGE AD](#)

[FULL PAGE AD](#)

[DIGITAL AD](#)

Today's ads are part of Opportunity Wisconsin's multimillion dollar advertising campaign calling out Senator Ron Johnson for putting his own personal profits above hardworking Wisconsinites. Last week, Opportunity Wisconsin launched a new TV ad, "[Power](#)," calling out Senator Johnson for passing a special tax break that benefited his family's business and for doubling his wealth since taking office. "Power" is running on broadcast, cable, and digital platforms in the Milwaukee, Madison, Green Bay, and Wausau media markets.

Today's ads are Opportunity Wisconsin's latest effort to hold Senator Johnson accountable and to demand he vote for policies that support Wisconsin residents. In addition to holding conversations with Wisconsin workers and families across the Badger State, Opportunity Wisconsin has [spent over \\$4 million](#) in TV ads since early 2021 urging Senator Johnson to stop putting his personal profits over the people of Wisconsin.