

Opportunity Wisconsin: Multimillion dollar TV ad campaign calls out “self-serving” Sen. Johnson

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WATCH: “He should have used his power to serve Wisconsin. Instead, Ron Johnson served himself.”

MADISON, Wis.—[Opportunity Wisconsin](#) today launched a new TV ad as part of their multimillion dollar TV and digital advertising campaign calling out Senator Ron Johnson for putting his own personal profits above hardworking Wisconsinites. The new ad, “[Power](#),” calls out Senator Johnson for passing a special tax break that benefited his family’s business and for doubling his wealth since taking office.

“Whether it’s blocking critical pandemic relief or refusing to fight for good-paying Wisconsin jobs, self-serving Senator Johnson seems to only care about helping himself and wealthy folks like him,” **said Meghan Roh, Opportunity Wisconsin program director.** *“It’s time for Senator Johnson to stop putting his personal profits above the people of Wisconsin.”*

[\[WATCH THE FULL AD\]](#)

“Power” Full Script:

He should have used his power to serve Wisconsin.

Instead, Ron Johnson served himself.

An investigation found that Ron Johnson pushed through a special tax loophole that

benefited his own family's business.

After the loophole became law, Ron Johnson cashed out of the company for five million dollars.

Ron Johnson has doubled his wealth since taking office.

Look up the facts.

And tell Ron Johnson to stop passing tax laws that benefit himself.

The new ad will run on broadcast, cable, and digital platforms in the Milwaukee, Madison, Green Bay, and Wausau media markets.

The new ad is 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.