

Opportunity Wisconsin: New radio ad highlights U.S. Sen. Johnson “Top Priority”: repealing the Affordable Care Act

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MILWAUKEE, Wis. —On the heels of the Affordable Care Act’s twelfth anniversary, [Opportunity Wisconsin](#) today launched a new radio ad as part of their multimillion dollar advertising campaign calling out Senator Ron Johnson for putting his own personal profits above hardworking Wisconsinites. The new radio ad, “[Top Priority](#),” highlights Senator Johnson’s long track record of working to dismantle the Affordable Care Act, including his [recent comments](#) stating that repealing the lifesaving law should be a top priority. The ad will run on Milwaukee radio stations WJMR, WKKV, WXSS, and WZTI.

[\[LISTEN TO “TOP PRIORITY”\]](#)

“There’s no question that everything is more expensive these days. But instead of helping bring down costs, Senator Ron Johnson is still trying to repeal the Affordable Care Act. And that would mean higher costs for folks across the Badger State,” **said Meghan Roh, Opportunity Wisconsin Program Director.** *“Hundreds of thousands of Wisconsinites would lose health coverage. Insurance companies could increase premiums on women and people over 50. And prescription drugs would get even more expensive. Senator Johnson is helping himself, while hurting us, and it’s time for him to lower our health care costs, not increase them.”*

“Top Priority” Full Script:

Groceries, Gas, housing. . . everything’s more expensive these days.

But instead of helping bring down costs, Senator Ron Johnson is still determined to repeal Obamacare . . . and that would mean higher costs for us.

Obamacare is President Obama's biggest legislative accomplishment ... and it works.

But in a recent interview, Ron Johnson said repealing Obamacare should be a top priority.

Hundreds of thousands of Wisconsinites would lose health coverage. Insurance companies could increase premiums on women and people over 50. And prescription drugs would get even more expensive.

No surprise, Ron Johnson has the backing of the health care industry ... they've given his campaign over a million dollars.

Ron Johnson is helping himself, while hurting us.

Tell Ron Johnson to lower our health care costs, not increase them.

Paid for by Opportunity Wisconsin.

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 \\$4.5 million](#) in TV ads since early 2021 urging Senator Johnson to stop putting his personal profits over the people of Wisconsin.