

Opportunity Wisconsin: NEW TV AD: Air Force veteran calls out Sen. Johnson for “Dereliction of duty”

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MADISON, Wis. —[Opportunity Wisconsin](#) today launched a new, nearly 7-figure 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, “[Duty](#),” features William, a U.S. Air Force veteran, calling out Senator Johnson for passing a special tax break that benefited his family’s business and for doubling his wealth since taking office. This ad is a follow-up to “[Grocery Store](#),” which [launched last month](#), and “[Power](#)” which [launched earlier this year](#).

[\[WATCH WILLIAM’S FULL AD\]](#)

“In the military, we call it dereliction of duty. Ron Johnson is supposed to serve Wisconsin. Instead, he served himself,” [said William in the new ad.](#) “An investigation found Ron Johnson pushed through a special tax loophole that benefited his own family’s business. Then he cashed out of the company for five million dollars. Ron Johnson has doubled his wealth since taking office. That’s a dereliction of duty. 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 to his constituents 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 \\$5](#)

[million](#) in TV ads since early 2021 urging Senator Johnson to focus his work in Washington on addressing the economic needs of his constituents and to stop putting his personal profits over the people of Wisconsin.