

Opportunity Wisconsin: TV ad features Wisconsin mom calling out self-serving Senator Johnson

Posted on Tuesday, Mar 15, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

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, "[Grocery Store](#)," features Rachel, a Madison area mother, 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 "[Power](#)," which [launched last month](#).

[\[WATCH RACHEL'S FULL AD\]](#)

"Everything seems to be more expensive these days. Everything costs more. Ron Johnson should be helping families like us, but he seems to have helped himself instead," [said Rachel in the new ad](#). "An investigation found that Ron Johnson pushed through a special tax loophole that benefited his own family's business. Then he cashed out of the company for [at least] five million dollars. He's doubled his wealth since taking office. It doesn't seem fair to me. Tell Ron Johnson to stop passing tax laws that benefit himself."

*"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."*

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