

# Roth campaign: Places first media buy

Posted on Thursday, Apr 14, 2022

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Contact: Matt Henkel (608) 387-9519

Appleton, WI – The Roger Roth for Lieutenant Governor campaign placed the first television reservations of the primary election cycle in the race for Lieutenant Governor.

The quarter million-dollar reservation includes broadcast and cable in the Milwaukee and Green Bay media markets.

Roger Roth is a husband and father to five boys, a Captain and 17-year member of the WI Air National Guard and a residential homebuilder in the Fox Valley.