

Senate Majority PAC: SMP & End Citizens United launch new ad calling out Ron Johnson: “Officers”

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Washington, D.C. - Today, Senate Majority PAC (SMP) and End Citizens United (ECU) are launching a new seven-figure ad campaign in Wisconsin against Ron Johnson, titled “**Officers**.” The ad was [first reported by NBC News](#).

The new spot from SMP and ECU features Captain George Silverwood— a retired police officer at the City of Madison Police Department—calling out Johnson for pushing Trump’s baseless election conspiracy theories, undermining our democracy, and repeatedly downplaying the January 6th attack on the U.S. Capitol that injured 140 police officers and resulted in the deaths of five officers. It will reach voters in the Milwaukee and Madison media markets beginning Wednesday.

Additionally, Senate Majority PAC is releasing an ad contrasting Johnson’s self-serving agenda with Mandela Barnes’s record of standing up for Wisconsin families. The spot from SMP, titled “**Sold Out**,” is also backed by a seven-figure buy and will reach voters in the Green Bay, Milwaukee, and Madison markets.

“We’re showing voters the truth about Ron Johnson: he cares more about defending the insurrectionists who attacked police officers on January 6th than defending our democracy or supporting law enforcement, and he’d rather fight for tax breaks for himself and his donors than fight for Wisconsin families,” **said JB Poersch, President of Senate Majority PAC.** “Johnson knows he can’t win on his extreme, self-serving record—that’s why he’s trying to make it harder to vote and even refused to say he’d trust the results of the 2022 election.”

“The contrast could not be more clear: Ron Johnson defends election deniers, backs

the January 6 rioters, and wants to make it harder to vote,” **said Tiffany Muller, President of End Citizens United.** “Mandela Barnes knows how important it is to stand up for our democracy, and he’ll always protect our freedom to vote.”

“Officers” Ad Transcript:

“[CAPTAIN GEORGE SILVERWOOD, RET., City of Madison, WI Police Department]:

I’ll never forget January 6th.

Watching my fellow law enforcement officers defending the Capitol.

Defending our freedoms. Defending democracy.

And then, five officers died.

But Ron Johnson is making excuses for rioters who tried to overthrow our government...

Even calling them ‘peaceful protests.’

Johnson defended Donald Trump’s lies...

And even supported efforts to make it harder for some people to vote at all.

Senator Johnson’s just not for us.”

“Sold Out” Ad Transcript:

“He made [\\$57 million](#) from a family business whose growth was directly linked to China.

His dad worked the 3rd shift in an auto plant.

Johnson pushed tax breaks benefitting himself and his millionaire donors.

Barnes will cut taxes for the middle class.

Johnson would let states ban nearly all abortions.

Barnes will protect our rights.

Ron Johnson's extreme and out for himself.

Mandela Barnes works for us.”