



State of Wisconsin  
2021 - 2022 LEGISLATURE

LRB-5592/1  
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## 2021 SENATE BILL 849

January 13, 2022 - Introduced by Senator JACQUE, cosponsored by Representatives ROZAR, ARMSTRONG, BORN, BRANDTJEN, CALLAHAN, DALLMAN, DITTRICH, EDMING, GUNDRUM, JAMES, KITCHENS, KRUG, KUGLITSCH, KURTZ, LOUDENBECK, MAGNAFICI, MURPHY, MURSAU, NOVAK, PENTERMAN, PETERSEN, PETRYK, PLUMER, J. RODRIGUEZ, SNYDER, SORTWELL, SPIROS, THIESFELDT, TITTL and CABRAL-GUEVARA. Referred to Committee on Labor and Regulatory Reform.

1 **AN ACT relating to:** a law enforcement marketing campaign.

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*Analysis by the Legislative Reference Bureau*

This bill requires the Wisconsin Economic Development Corporation and the Department of Justice to collaborate to develop and implement a marketing campaign, titled the "Pro-Cop Wisconsin Campaign," that is designed to recruit law enforcement officers to and retain law enforcement officers in Wisconsin, including the recruitment of law enforcement officers from communities in other states that have sought to reduce funding for law enforcement.

WEDC and DOJ must spend \$1,000,000 on the marketing campaign and must consult with local law enforcement agencies and associations in Wisconsin for purposes of the campaign.

Finally, the bill requires the governor to allocate \$1,000,000 of the funds accepted under the federal American Rescue Plan Act of 2021 for the advertising campaign.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

2 **SECTION 1. Nonstatutory provisions.**

3 (1) PRO-COP WISCONSIN CAMPAIGN.

**SENATE BILL 849**

1 (a) In this subsection:

2 1. "Corporation" means the Wisconsin Economic Development Corporation.

3 2. "Department" means the department of justice.

4 (b) From the moneys allocated under sub. (2), the corporation and the  
5 department shall expend \$1,000,000 for the marketing campaign under par. (c),  
6 which shall be known as the "Pro-Cop Wisconsin Campaign."

7 (c) The corporation and the department shall collaborate to develop and  
8 implement a marketing campaign, including the placement of advertisements on the  
9 Internet, on billboards, in newspapers, or through any other medium the corporation  
10 and department deem appropriate, that is designed to recruit law enforcement  
11 officers to and retain law enforcement officers in this state, including the recruitment  
12 of law enforcement officers from communities in other states that have sought to  
13 reduce funding for law enforcement.

14 (d) In developing and implementing the marketing campaign under par. (c), the  
15 corporation and department shall consult with local law enforcement agencies and  
16 associations in this state.

17 (e) The marketing campaign under par. (c) shall be fully operational no later  
18 than the first day of the 7th month beginning after the effective date of this  
19 paragraph.

20 (2) FUNDING. Of the moneys the governor accepts from the federal government  
21 under s. 16.54 pursuant to section 602 of the federal Social Security Act as amended  
22 by the federal American Rescue Plan Act of 2021, P.L. 117-2, the governor shall  
23 allocate \$1,000,000 for expenditure under sub. (1).

24 (END)