

# State of Wisconsin



2021 Assembly Bill 831

Date of enactment:  
Date of publication\*:

## 2021 WISCONSIN ACT

AN ACT relating to: a law enforcement marketing campaign.

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

### SECTION 1. Nonstatutory provisions.

(1) PRO-COP WISCONSIN CAMPAIGN.

(a) In this subsection:

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

2. "Department" means the department of justice.

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

(c) The corporation and the department shall collaborate to develop and implement a marketing campaign, including the placement of advertisements on the Internet, on billboards, in newspapers, or through any other medium the corporation and department deem appropriate, that is designed to recruit law enforcement officers

to and retain law enforcement officers in this state, including the recruitment of law enforcement officers from communities in other states that have sought to reduce funding for law enforcement.

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

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

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

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\* Section 991.11, WISCONSIN STATUTES: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication."