



State of Wisconsin
2021 - 2022 LEGISLATURE

LRB-5504/1
MPG:cjs&amn

2021 ASSEMBLY BILL 831

January 7, 2022 - Introduced 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 SWEARINGEN, cosponsored by Senator JACQUE. Referred to Committee on Criminal Justice and Public Safety.

AUTHORS SUBJECT TO CHANGE

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

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.

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.

ASSEMBLY BILL 831

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)