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# Department of Homeland Security Announces "If You See Something, Say Something™" Partnership with the State of Wisconsin

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DHS Press Office  
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MADISON, Wis.—The Department of Homeland Security (DHS) today announced the expansion of the "If You See Something, Say Something™" public awareness campaign to the state of Wisconsin.

"Homeland security begins with hometown security, and every citizen plays a critical role in identifying and reporting suspicious activities and threats," said Secretary of Homeland Security Janet Napolitano. "Expanding the 'If You See Something, Say Something™' campaign to the state of Wisconsin is an important part of the Department's efforts to help protect our nation and engage the American public in keeping our country safe and resilient."

Earlier today, DHS Assistant Secretary for Intergovernmental Affairs Betsy Markey joined Governor Scott Walker, Wisconsin Attorney General J.B. Van Hollen and other federal, state and local officials to announce the partnership between DHS and the state of Wisconsin.

"If You See Something, Say Something™" campaign materials will be visible throughout the state—around the Capitol in Madison, on billboards in the cities and major highways and thruways, in public buildings, and on the state website. In addition, television and radio "If You See Something, Say Something™" Public Service Announcements will be broadcast on local television and radio stations later this year.

The "If You See Something, Say Something™" campaign—originally implemented by New York City's Metropolitan Transportation Authority and now licensed to DHS for a nationwide campaign—is a simple and effective program to engage the public and key frontline employees to identify and report indicators of terrorism and terrorism-related crime to the proper transportation and law enforcement authorities.

The Department launched the "If You See Something, Say Something™" campaign in conjunction with the Department of Justice's Nationwide Suspicious Activity Reporting Initiative—an administration effort to train state and local law enforcement to recognize behaviors and indicators related to terrorism and terrorism-related crime; standardize how those observations are documented and analyzed; and ensure the sharing of those reports with the Federal Bureau of Investigation-led Joint Terrorism Task Forces for further investigation and fusion centers for analysis.

Recent expansions of the "If You See Something, Say Something™" campaign include partnerships with numerous [sports teams and leagues](#), [transportation agencies](#), [private sector partners](#), [states](#), [municipalities](#), and colleges and universities. DHS also has "If You See Something, Say Something™" [Public Service Announcements](#) which have been distributed to television and radio stations across the country.

DHS will continue to expand the "If You See Something, Say Something™" campaign nationally to ensure America's businesses, communities, and citizens remain vigilant and play an active role in keeping the country safe.

For more information, visit [www.dhs.gov](http://www.dhs.gov).

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