



PROGRESSIVE DANE

Rebuilding politics from the grassroots up

Forward!

Progressive Dane is affiliated with the Independent Progressive Politics Network.

P.O. Box 1222, Madison, WI 53701 | 608/257-4985 | prodane@newparty.org | www.newparty.org/pd

Vol. X, No. 3  
March 2002

# Vote Tuesday, April 2!

*Don't know where to vote? In Madison, call the City Clerk's office, 266-4601. Outside of Madison, call the County Clerk's office, 266-4121.*

## The Progressive Dane slate Dane County Board

Brett Hulsey, District 4  
Echnaton Vedder, Dist. 5  
\* John Hendrick, Dist. 6  
\* Al Matano, Dist. 11  
\* Chuck Erickson, Dist. 13

Joe Lindstrom, Dist. 15  
Andrew Kraiss, Dist. 16  
Jeanne Behrend, Dist. 20  
Scott McCormick or Kyle Richmond, Dist. 27

\* unopposed candidate

## Madison Common Council

Tom Powell, District 5

# Seize the (Mon)day!

BY BRENDA KONKEL AND MICHAEL JACOB

Got an extra vacation day at your disposal? Unless you can convince the boss to declare April 1st and 2nd official holidays, plan on taking these days off. Not to head to Key West for a spring break, but to change the future of Dane County!

Unless you have one of those jobs where you actually make a difference in real people's lives on a daily basis or someone might die if you don't show up (heart surgeon, space shuttle mechanic...), you might want to consider taking Monday, April 1st off and engaging in the most important civic duty that you have.... Okay, maybe that's a bit of an exaggeration, but really, we need volunteers to do "get out the vote" (GOTV) activities all day Monday—and Tuesday, too, if you can spare it.

This year is a tough campaign year. Typically, GOTV is done on the Saturday and Sunday before the election on Tuesday. This year, we got a bit of a "double whammy." First, it's

spring break for the Madison School District and the UW, so a lot of people will be gone the week before the election. This severely limits our ability to do many of the things that are generally done during this week to remind voters of the upcoming election. Second, the Sunday

### CMTE MEETS WITH 3 MORE CANDIDATES

At the March 4<sup>th</sup> Elections Committee meeting the Committee voted to invite three candidates to the March 18<sup>th</sup> Elections Committee meeting to discuss potential endorsements. The candidates are Judy Wilcox and Brian Benford, County Board District 2, and Bill Clingan, Madison School Board.

If the Committee votes to make an endorsement recommendation, it will be voted on at the March 27<sup>th</sup> Membership Meeting. Watch the PD-announce list or call Sheila Guilfoyle, 244-7534 for further information.

before the election is a holiday, Easter. So doing campaign work in many neighborhoods on Sunday will not be an option.

If you're following along, you've figured out the punch line. GOTV has to be done on Monday for many of the campaigns. All the campaigns need volunteers to do lit drops, knock and drops, knock and drags, phoning, poll watching, chalking, and visibility (see "Campaign lingo 101" on this page for an explanation of these ac-

See "Monday," page 3

IDs... KNOCK & DRAG...  
LIT DROP... GOTV...

# Campaign lingo 101

BY BRENDA KONKEL, MEGIN HICKS, AND MICHAEL JACOB

Has elections lingo been driving you crazy? Do you wonder what the Elections Committee is talking about when they suggest that the candidate "do a door" and that a volunteer should help litter neighborhoods? How can these things be good for campaigns?! Let us explain. Here's a list of common words we use that, if we're not careful, could have quite unexpected results!

**Bulk Mailing**—This is one of the easiest things you can do to help out a campaign. It involves putting address labels on campaign literature, stuffing campaign propaganda into envelopes, putting return addresses on envelopes, taping literature shut, and counting your piles of labeled materials. Have no fear, if there's a mailing, one of our experts are sure to be there.

**Chalking**—This is typically a campus-area phenomenon. Yard signs? No yards!! But there is an abundance of concrete on campus. So, we go out at 4 a.m.

See "Lingo," page 3

**Forward!**

March 2002 • Volume X, No. 3

Forward is the local chapter newsletter of the New Progressive Party in Dane County, Wisconsin.

Progressive Dane is a democratic, membership-run organization with the following committee structure: (all meetings are held at the PD office, 200 N. Blount St., unless otherwise noted.)

**Steering Committee** coordinates major activities, oversees the progress of other committees, and sets the agenda for the general membership meetings. Meetings are open to all PD members.

**Co-chair:** Tom Running (241-5575)

**Co-chair:** Brenda Konkel (251-2412)

**Next meeting:** Wed., April 10, 7-9 p.m.

**Diversity Committee**

**Contacts:** Carrie Bormann or Ginny Bormann

**Elections Committee**

**Chair:** Michael Jacob (245-0894)

**Fundraising Committee**

**Chair:** Richard-Marie Commander (251-7424)

**Leadership Development Committee**

**Chair:** Kathy Schroeder (242-8368)

**Newsletter Consortium**

**Contact:** Chris Babiarz (257-3288)

**Outreach Committee**

**Contact:** PD office (257-4985)

**Policy Committee**

**Chair:** Ron Richardson (256-7144)

**Citizen Initiative Task Force**

**Contact:** Morgan Sharpe (259-2594)

**Clean Government Task Force**

**Chair:** Michael Jacob (245-0894)

**Drug Policy Task Force**

**Chair:** Stephanie Rearick (255-1092)

**Next meetings:** Thurs., Mar. 21, and Thurs., Apr. 18, both at Social Justice Center, 1202 Williamson St., 7 p.m.

**Environmental Task Force**

**Chair:** Phyllis Hasbrouck (223-9571)

**Next meetings:** Tues., Apr. 9, 7 p.m., and Tues., Apr. 23, 7 p.m.

**Housing Task Force**

**Chair:** Joe Lindstrom, 345-6026

**Next meetings:** Mon., Apr. 8, 7:30 p.m., and Mon., Apr. 22, 7:30 p.m.

**Smart Growth Task Force**

**Chair:** Sheila Guilfoyle (244-7534)

**Next meeting:** Wed., Apr. 3, 6:30 p.m.

# Signatures and strategies

BY **BRENDA KONKEL**

This year we're combining strategic planning with providing a recommendation to the General Membership Meeting on choosing a new signature issue. This year's strategic planning session will be held Sunday, May 5th (place TBA). We will review goals and progress from the last strategic planning session, current committee work, and elections. We'll discuss media work, and review and discuss signature issue proposals. Lastly, we hope to produce a calendar of events for the organization. Whew! I'm tired already!

To prepare for this event and to save time, we need all committees to answer the following questions in writing for the Steering Committee.

**QUESTIONS FOR COMMITTEES**

**Logistics**

- Who is your steering committee liaison?
- How many members do you have and who are they? Who is the committee contact?
- Who is/are the committee chair(s)?
- Regular meeting time and location?

**Goal setting:**

- What are your short-term goals (6 mo. to 1 year)? What are your long-term goals (5 years)? What are your plans for getting press for your activities? What is your relationship to elected officials and how could it be better?
- How will your group help increase membership?

**Calendar/coordination issues**

- What, if anything, are you planning for the Conference of Mayors? What events/activities do you have planned? What other events/activities are you working on that don't

have a specific timeline?

- How does your work interact with that of other committees? How does it overlap? How does it conflict?

Answers can be submitted to Brenda Konkel at the PD office or via e-mail to [brendakonkel@yahoo.com](mailto:brendakonkel@yahoo.com). The **deadline for responses is April 10th**. Signature issue proposals are due at the same time and place.

**SIGNATURE ISSUE PROPOSALS**

A signature issue is a major campaign by PD that uses all of its resources including membership, elected officials and staff time. It is intended to build the party and pass a significant piece of local legislation. Written proposals should describe how the issue that is being proposed:

- Is winnable or likely to have a major impact on public debate
- Raises PD's profile
- Broadens PD's base of support
- Benefits many people, especially the disempowered and unrepresented
- Associates PD with its elected officials
- Is within PD's resources
- Is a campaign PD initiates and leads
- Links apparently diverse issues
- Involves direct action and educational components
- Leads to a structural redistribution of power (when possible).

Because of all of the committees that have been created recently, the issue should be one in which we already have a base of expertise or experience.

Questions? Feel free to contact any of the committee members who are working on this: Stephanie Rearick, Megin Hicks, Ben Manski or Brenda Konkel. Or better yet, sign up to help!

**Progressive Dane Office: 257-4985 | Web Site: <http://www.newparty.org/pd>**

**Submit articles, meeting times and announcements for the April newsletter to Beth Harper (238-8147 or [harper@danenet.wicp.org](mailto:harper@danenet.wicp.org)) by Noon, Tues., April 9.**

**Production and Circulation Consortium**  
Lynn Alten, Adam Benedetto, Chris Babiarz, Richard-Marie Commander, Sheila Guilfoyle, Jason Haas, Beth Harper, Ben Manski, Nate McQuillen, Tona Williams.  
**This month's contributors**  
Sheila Guilfoyle, Megin Hicks, Michael Jacob, Brenda Konkel, Stephanie Rearick

Send all correspondence to:  
**Progressive Dane**  
P.O. Box 1222  
Madison, WI 53701

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**“LINGO,” CONTINUED FROM PAGE 1**

on Election Day and chalk “vote [candidate’s name] today” and other reminders that it’s Election Day on every sidewalk a potential voter might see. Just like yard signs, there’s etiquette here too—don’t mess with your opponent’s chalkings.

**Doing Doors**—No, we’re not suggesting any lewd behavior. This is the practice of candidates knocking on residents’ doors to introduce themselves, hand them a piece of literature, and to ask them for support and to take a yard sign.

**GOTV**—“Got milk?” Got V? That’s got nothing to do with GOTV. GOTV stands for “get out the vote.” It’s shorthand for the activities in a campaign that are designed to remind the voter to vote on Election Day. Typically these are the tasks done the weekend before the primary or general election.

**IDs**—No fakes accepted! A list of IDs is just a list of identified supporters. After “doing doors” a good candidate brings back a list of confirmed supporters and likely supporters...as well as any intelligence on the opponent and his or her supporters. IDs are critical because these are the people you want to GOTV.

**Knock & Drag**—No, we’re not the mafia we’re often accused of being. This is the practice of knocking on supporters’ doors on the day of the election and gently reminding them to vote. Typically, you target IDs that have been screened by the poll watchers to make your time most efficient.

**Knock & Drop**—Although it sounds even more menacing than knock & drag, it’s actually much easier. This is when you ask campaign volunteers to knock on each door and hand the literature to someone personally. It’s less effective than the actual candidate doing doors but more effective than a simple lit drop.

**Lit Drop**—This is when we carefully place the wonderfully crafted campaign literature in a place that a homeowner or tenant is sure to find it. Preferably secured in such a way that it doesn’t blow all over the neighborhood.

**Poll Watching**—...hmmmm...yep, it’s still there..... An integral part of GOTV, this is when volunteers periodically check the polls on Election Day to see if

their candidate’s supporters have voted yet. It’s how you know who to knock & drag later in the afternoon. Poll watching sometimes also refers to the last thing on Election Day—when a volunteer is sent to each polling place in the district to get the final results at 8 p.m. and phone them in to the highly freaked-out candidate.

**Visibility**—For lack of a better name, this refers to all the highly visible GOTV activities that take place on Election Day, such as chalking, postering, standing at key locations and handing out last-minute literature, and standing in the rain like an idiot holding a yard sign near the polling place, to name a few.

We’re sure we missed a few, and after we’ve had a few beers at the victory party on April 2nd, you might ask us what it means to be “Fuzzdollied?” What is a “Double-Basford?” Keep the campaign fun and we’ll see you Election Night!

**“MONDAY,” CONT. FROM PAGE 1**

activities). On page 3 is a list of contacts to volunteer for campaigns. Please contact a campaign that you want to help. If you’re not choosy as to which campaign you work for, volunteer to be a “floater” for PD, and we’ll assign you to a campaign based on your availability.

Let’s finish this campaign season with a showing that we can all be proud of. Take the day off, feel good about how you spend your time, and help PD win those elections! And take the day...or two, off!

**Meet the candidate****BY SHEILA GUILFOYLE**

The PD General Membership approved the endorsement of **Jeanne Behrend** at the January meeting. Behrend is running for the County Board in the 20<sup>th</sup> district. This district encompasses part of the town of Sun Prairie and part of the City of Sun Prairie. Behrend’s opponent in this race is incumbent Supervisor Michael Blaska. Behrend, a psychologist, has lived in Sun Prairie for most of her life and became interested in running for the Board because of her work on preserving Patrick Marsh as open space.

**CONTACTING THE CAMPAIGNS**

Many of you may be wondering what you can do for this election cycle.

If you haven’t already been contacted, all campaigns need donations and volunteers, especially volunteers for the “get out the vote” activities. To contact individual campaigns, see below. If you want to volunteer to be a “floater”, meaning you would work on whatever campaign needs the most help, contact Kathy Schroeder 242-8365 or Richard-Marie Commander 251-7424. Make checks out to the campaign name and send to the addresses below.

**Jeanne Behrend**

850 Schuster Rd.  
Sun Prairie, WI 53590  
837-9700

**Brett Hulsey**

110 Merrill Crest  
Madison, WI 53705  
238-6070 or brett4us@aol.com

**Andy Kraiss** for County Board

1713 Blossom Lane, #3, Madison, WI 53716  
To volunteer: 222-1209 or  
akraiss@itis.com

**Friends of Joe Lindstrom**

7502 Westward Way #205  
Madison, WI 53717  
To volunteer: Mike Basford, 513-1387  
or mike@abcon.com

**Friends of Scott McCormick**

413 S. Charter St. #1  
Madison, WI 53715  
To volunteer: Megin Hicks, 279-2659 or  
meginhicks@yahoo.com

**Friends of Tom Powell**

P.O. Box 1136  
Madison, WI 53703  
To volunteer: Ron Richardson, 256-7144

**Friends of Kyle Richmond**

929 O’Sheridan St  
Madison, WI 53715  
To volunteer: Ron Richardson, 256-7144

**Friends of Echnaton Vedder**

625 N Frances  
Madison, WI 53703  
To volunteer: Austin King, 228-1101 or

**MARK YOUR CALENDARS!**

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**Next Meeting**

**7 o'clock p.m.  
March 27, 2002**

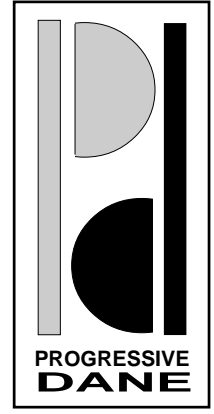
**Madison Public Library  
201 W. Mifflin St.**

.....  
*If you need an interpreter, materials in alternative formats, or other accommodations, please contact the PD office, 257-4985, one week in advance of the meeting.*

# The Agenda

- Need for poll workers-County Clerk Joe Parisi
- Independent Progressive Politics Network revisited
- Election Committee Report
- City Council Report:
  - ✓ Loitering Ordinance
  - ✓ State Street Project
  - ✓ Budget Update

**Chair: Dean Loumos (332-2095)**



*Authorized and paid for by the Progressive Dane Campaign Fund, Mary Anglim, Treasurer.*

*If your renewal date is 3/01/02 or earlier, this is your last newsletter. Please renew.*



**Volunteer Night**  
Help with vital yet easy tasks (labeling newsletters, writing thank-yous, etc.)  
Chat with Progressive Dane members.  
Refreshments provided.  
Tuesday, April 16  
5:30-7 p.m.  
PD office, 200 N. Blount St.

ADDRESS SERVICE REQUESTED

**Progressive Dane**  
P.O. Box 1222  
Madison, WI 53701

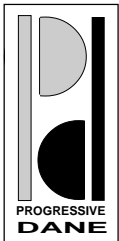
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Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Zip \_\_\_\_\_ Phone (eve/day) \_\_\_\_\_ Email \_\_\_\_\_

- I support the principles and purpose of Progressive Dane. **Please accept my membership.**
- Please renew my membership** in Progressive Dane.



**Sustaining membership:** Amount: \$ \_\_\_\_\_ /month (minimum \$5/month)  
To pay via bank draft, please attach a voided check, or the 1st month's check payable to Progressive Dane.

or

- Annual membership:**
  - \$50 Regular
  - \$75 Contributing
  - \$250+ Benefactor
  - \$36 Basic
  - \$100 Supporting
  - \$12 Low Income

Mail to: **Progressive Dane, P.O. Box 1222, Madison, WI 53701** For more info: (608) 257-4985