

FRIENDS OF THE FOUNDATION

UPDATE

“Straight Community” Watches Tri-Cable Tonight 1st Anniversary Live Call-in Draws “Straights” ...“Straights” Dominate Evening Calls

Knowing who watches public access TV programs such as **Tri-Cable Tonight** is extremely important to the Producers and MATA when evaluating what to show each month on the program.

A major surprise for everyone on the staff was the dominance of “straights” who called in questions on a Live Anniversary phone-in edition of **Tri-Cable Tonight** staged to celebrate the first full year of programming. While Gay people called in also, the vast majority of calls came from “straights” who wanted information — mostly information which would help them understand and deal with cherished friends and relatives who were Gay/Lesbian.

The program thus struck a responsive chord in an unsuspected area and is providing solid information on the Gay/Lesbian experience for a wider community than expected.

In the past the producers have

had segments on the religious efforts of various Gay groups, the history of being Gay, the persecution we suffer, the medical care necessary for those with AIDS and other STD diseases, and Good Work being done by all groups on behalf of ourselves and the wider community, plus segments on the vast cultural and artistic network that we encourage and support.

“This wide depiction of our

community is obviously being received and understood by more people than it was thought able to reach in one short year,” said Bob Melig PR Chairman of the Foundation. “The need to show we are just regular people who happen to be Gay/Lesbian is a message that must be gotten out and we at the Foundation are proud that **Tri-Cable Tonight** is able to meet that need.”

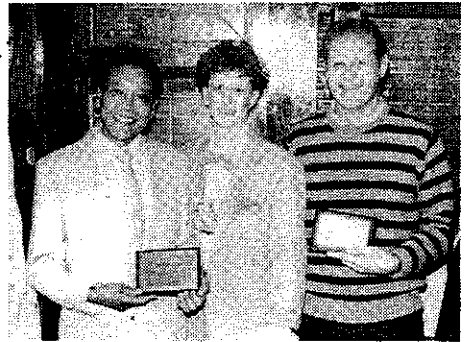
Two Major Awards for “Tri-Cable Tonight” ...Best Series & Minority Programming

The Foundation sponsored **Tri-Cable Tonight** monthly Gay/Lesbian cable program was recognized in an unprecedented manner by being the first cable program on Warner Cable to win the Top 2 Awards of the Year.

At a dinner meeting of those who participated in all MATA programming, **Tri-Cable Tonight** was singled out for these major recognitions.

The 1st award for Overall Best Regular Series being aired on that station. Our magazine format which covers an average of 6-7 various segments in a half-hour time frame, features tight directing and split second transitions from one segment to another and is one of the most ambitious being presented on public access TV here.

Secondly, and even perhaps more important to our community itself, was the award for the “Best Achievements in Minority Programming.” The award, usually presented to an ethnic group, for the first time recognized the Gay/Lesbian community as a



CCBA AWARDS— CCF (represented by Chuck Brotz, right) and the late Peter Johnson (represented by his lover on left) were the recipients of CCBA's 1988 Awards.

Moderate Donors Stabilizing Foundation

A wonderful revolution is happening at the Foundation. Moderate donors are helping at an unprecedented rate and your Foundation is better off for it.

In the early days, we were fortunate to have a few very large donations which helped kick off our effort. No Foundation could survive without such help and their continued support will always be necessary.

Later and primarily through generous United Way designations, smaller but important gifts in the

TURN TO DONORS, PAGE 3

true Minority within Milwaukee. “Being accepted in this way clearly establishes our credentials and acknowledges each and every Gay/Lesbian as part of the great and wonderful diversity of our city and area,” said Bryce Clark Co-Producer of the program.

“One of the goals of doing the program has been to gain acceptance from the wider community. With MATA being a quasi-governmental as well as

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Volunteers "Breath Life" Into Community Center Work

Unsung? Yes! Concerned? Yes! Those are the volunteers who make possible your Community Center.

Other Centers have a paid staff (We hope to eventually have a paid staff person, but not enough funds are yet available)—ours is entirely volunteer operated.

It's a big task and a demanding one. It's a task that is a seven day effort — 12 hours a day, often longer if a late night event is involved.

We'd like to tell you how everything gets done from scheduling a meeting, to general cleaning by our volunteers.

A Board of Managers heads the effort, 5 persons who meet monthly, then in between take care of all the varied details that need to be done to keep the Center functioning. A typical month went like this for them:

- 1) Monthly meeting — each getting assignments to accomplish before the next meeting.
 - 2) Two meetings with the landlord about the heating plant, new heat outlets, and installation of fire doors.
 - 3) Arranging and working 3 Bar Fund Raisers.
 - 4) Interviewing 4 evening Volunteers to attend the Center at night.
 - 5) Getting window cleaners to wash the big outside windows.
 - 6) Having an assessment of the entire building by Wisconsin Gas on heat conservation methods.
 - 7) Arranging 10-15 monthly meeting dates for Organizations.
 - 8) 10- 15 phone calls exchanged by each Board Member at work and at home during the month with organizations, Committee people and contractors.
 - 9) Installation of new blinds on the big windows.
 - 10) Preparation of a new brochure describing the Center.
 - 11) All Board members doing a few Saturday work days to repaint and clean the Center for an open house.
 - 12) 16-20 visits by persons in the community for information.
- ...and that's only a partial list. We deeply appreciate each of the 5 Board of Manager Members who

take on these burdens monthly to assure the Center will stay open — Honestly, it just doesn't happen by itself — it takes hours of work by a lot of people.

Members of the Board of Managers are: John Cowles(Chairman), Mike Roby, Ralph Navarro, Erv Schwarz and Annie Malmon.

Day to Day Volunteers

Then there are the day to day persons who run the Center (more persons are needed and some relief persons, especially during holiday and vacation periods). Nel Johnson by far puts in the most time — he is at the Center 5 days a week for 4 hours each day. Where can you find someone else like him? He schedules meetings, records all community events on a monthly calendar, trains evening

volunteers, works the computer, prepares newsletters and all the myriad things that go on including talking to members of the public who just pop in for information or guidance. He issues key permits, rental contracts, collects the \$10 fee per meeting and keeps track of each organization using the Center — all as an unpaid volunteer. Nel, has helped in this way since January, **nearly a year of self-less dedication to be sure the Center happens.** Needless to say we are extremely proud of Nel.

Helping him are the evening volunteers who presently cover the Center 5 of seven nights so that it is available to the larger community.

At present 11 persons (not including those active with Center Fund Raisers) put in a lot of volunteer hours. We thank each and every one.

Milwaukee should be very proud of all these persons who are so very dedicated to keeping this Center alive by "Breathing Life" into this important Community asset.

Foundation "Phone A Thon" Raises \$4,000 In Pledges

The Foundation congratulates Chairman Bill Frank for nearly doubling the results of last year's "Phone A Thon" by raising \$4,000 during this year's 1988 efforts.

"The funds are extremely important, since we now give grants to organizations on a quarterly basis and must raise next quarter's funds prior to sending out the new grant applications," said Chairperson Frank.

Besides the Major Grants Program, funds from all sources are used to support Tri-Cable Tonight, the Community Center, the monthly Community Forum and other programs of the Foundation.

"Those who pledged funds are urged to honor their pledges as soon as possible so that as much money as possible can be available for grants as the applications are received," stated Don Schwamb Foundation President. Grant applications for the first quarter of 1989 were mailed to 30 organizations on November 7, 1988.



VOLUNTEERS SOUGHT

THE CREAM CITY FOUNDATION,
SERVING THE GAY/LESBIAN
COMMUNITY OF MILWAUKEE,
SEEKS VOLUNTEERS FOR ITS
BOARD OF DIRECTORS FOR THE
FOLLOWING POSITIONS:

- ...Legal Advisor (Attorney)
- ...Human Resources Chairman,
Volunteer Coordinator
- ...Major Gifts & Development
- ...Chairman Membership
Committee
- ...At Large Directors

QUALIFIED GAY/LESBIAN
PERSONS SHOULD SEND A
RESUME LISTING VOLUNTEER
HISTORY & SKILLS TO:

**CREAM CITY
FOUNDATION**
225 S. 2nd Street
Milwaukee, WI 53202

Bob Melig Resigns

At the December 12th C.C.F. Board Meeting, Bob Melig announced his resignation due to the increased time demands of his job. "Bob's contributions to C.C.F. and therefore the entire Milwaukee Gay/Lesbian community have been substantial and his active participation will be greatly missed," stated Chuck Brotz C.C.F. Vice-President.

The Foundation extends its thanks to Bob for his 3 1/2 years of service and looks forward to his continuing friendship and support.

Scott Gunkel To Chair P.R.

At the December 12th C.C.F. Board meeting, Don Schwamb Foundation President appointed Scott D. Gunkel to chair the Public Relations Committee.

Scott has served on P.R. with Bob Melig for the last six months. Therefore the P.R. Committee can continue to work with very little disturbance.

Scott must now quickly learn what is needed to keep P.R. moving smoothly.

Scott already has developed a committee of four others, but is looking for women to join the P.R. committee. "We have many programs underway and are moving rapidly to increase the Lesbian/Gay communities awareness of C.C.F. We need all the input we can get," said Scott.

New Poster Program

Cream City Foundation has long been a part of the Milwaukee Lesbian and Gay community. The Foundation has given much to the community in the grants to organizations and the Community Center for all to use. This has made those of us who serve the Foundation happy and proud.

Still, there are many people out in the community that know little or nothing at all of Cream City Foundation. The Foundation needs to get in touch with all these people

News About Grant Awards

— **Grant Awards** - As part of CCF's new Quarterly Grant Cycle, the Foundation awarded grants on October 1st to the:

- **Gay Parents** for a new brochure and advertising to expand their membership;

- **Cream City Chorus** to sponsor their December 9th Christmas Concert at Centennial Hall;

- **Legal Aid Society** for free legal services to persons discriminated against because of their sexuality or status as HIV Positive;

- **Gay Pride Week** to cover costs associated with the two week event held in September; and,

- **Grapevine** to sponsor a series of speakers on lesbian and gay issues.

Grants awarded in December effective January 1st will go to:

- **The Women's Crew Cuts Video Series** to sponsor showings this Spring of the Two in Twenty lesbian "soap" produced in Boston;

- **Galvanize**, an organization sponsoring an Anti-Discrimination March in May to be held in Madison.

and let them know that we are there for the entire Lesbian and Gay community.

The Foundation intends to inform the entire community through an extensive advertising campaign. There will be ads in the Lesbian and Gay papers. Also the Foundation has designed a poster program. This program intends to display posters in very Lesbian and Gay business that will permit us. These attractive posters will let the community know that Cream City Foundation stands for "Community strength through unity", and will tell the community that the only way to achieve this by their getting involved with the Cream City Foundation. So look for the posters at all your favorite Lesbian and Gay businesses. There will be a different saying each month. And if your favorite business does not have a poster displayed, ask them to display one and show their support of the Cream City Foundation.

— **Scott D. Gunkel**,
— **P.R. - Chairperson**

Deborah Davis Production of "Poolside Addictions" will be performed at the Foundation Community Center in late March and early April. Watch for further advertising and plan to attend this well known local performer's show.

A grant application from Keep Hope Alive which focuses on nutritional and holistic health treatments for persons HIV will be considered in February based on additional information.

During January and February, the CCF Grants Committee chaired by Tony Rhodes will follow-up on projects awarded funds on October 1st to assure accountability for funds donated to C.C.F.

Donors Con. from Page 1

\$200 to \$250 dollar range became available and we were able to broaden our base of support considerably.

With the advent of Casino Nite and other fund raisers your Foundation has been able to reach many more of those who want to help but just don't have wads of cash available. These moderate donors who send in the blanks from this Newsletter, who come to fund raisers, who stop by with a check or donate to the Phone-A-Thon, are vital in an important way to this Foundation and to all for which we stand.

Without the many persons who help in keeping with their ability to give — there eventually would not be a Foundation. Your regular gifts are the bread and butter that keep the programs going.

Tri-Cable Con. from Page 1

equal access programming outlet, the Gay/Lesbian community has achieved that recognition," he continued.

The Board of Directors of the Cream City Foundation saluted the producers at its regular monthly meeting with congratulations and thanks for the hundreds of hours donated by the all volunteer group that produces and tapes the program each month.

Tri-Cable Tonight can be seen on the last Sunday of the month at 6pm, Warner Cable channel 14; 1st and 3rd Tuesdays, 7pm, Warner Cable channel 14.

Editorial

Why Just the Bars

Having worked with many organizations, I often find myself going out to look for money to help which ever group do what ever project. This usually leads me straight (BITE YOUR TONGUE!) to the bar owners. And because they believe in the community and feel obligated, the owners usually give very generously to these many projects that are needed to be done.

Now, the bar owners giving so much is great for the community; but, I feel compelled to ask 'Why just the bars?'. There are many other businesses out in the community that could and should be giving back to the community. Also,

there are many Lesbians and Gays who are in positions in a company that they work for, who could steer their companies in the direction of our community in the form of donations.

Remember the Lesbian and Gay community is bigger than it looks! And we spend our money just like everyone else. So it would be advantageous to point out to all the businesses the importance of giving to our community. Remember — the community supports those who support the community. And the best way to support our community and make sure your money is working in the best interest of the whole community, is to GIVE to the Cream City Foundation (C.C.F.)

Why C.C.F.? The Foundation collects moneys through donations and then gives this money back to

the Lesbian and Gay communities through grants. These grants allow C.C.F. to review the applicants thoroughly. And thus ensures the community that the organization getting the money is using it to its' full potential.

So it is about time for all other businesses and those in charge of their companies, to follow the bars' example and give generously to C.C.F.

—Scott D. Gunkel,
P.R.- Chairperson

UPCOMING EVENTS

3RD ANNUAL CASINO NITE — Sunday, April 30, 1989. To be held at the beautiful Grain Exchange Building. Mark your Calendars now!

THE UPDATE

is published by the Cream City Foundation Inc.'s Friends of the Foundation to keep its contributors and target community informed and involved. The Foundation and it's Friends are a non-profit philanthropic organization that provides financial support to the causes and organizations of our unique community. Editor: Scott D. Gunkel, Chairman — Development and Public Relations Committee. Address of record: P.O. Box 204, Milwaukee, Wisconsin 53201.

CREAM CITY FOUNDATION

I strongly believe in accepting responsibility for making life better for myself and others in my community. To that end, I would like to pledge my support to the C.C.F. in its efforts.

- | | | | |
|---|---------|---|----------|
| <input type="checkbox"/> President's Club | \$1,000 | <input type="checkbox"/> Citizenship Club | \$50 |
| <input type="checkbox"/> Sponsor | \$500 | <input type="checkbox"/> Contributing | \$25 |
| <input type="checkbox"/> Benefactor | \$250 | <input type="checkbox"/> Other | \$ _____ |
| <input type="checkbox"/> Sustaining | \$100 | | |

I would like to Pledge \$ _____ per Month for _____ Months.

Name _____ Phone _____

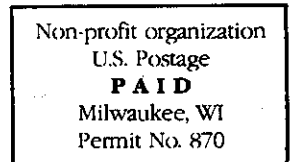
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City, State, Zip _____

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