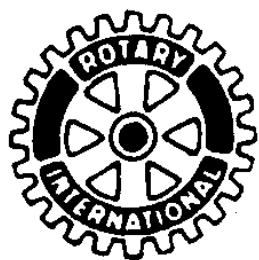


Check our web site – <http://waunakeerotary.org>



Waunakee Rotary Club

Feb. 2, 2006
Vol. 38, No. 30

Dave Zweifel, editor of The Capital Times, discussed that newspaper's history at the Feb. 2 meeting of the Waunakee Rotary Club.

Zweifel has been at the Capitol times since 1952 and became editor in 1983. Zweifel aspired to become editor not for the authority to choose which stories would go on the front page or to endorse candidates. He simply wanted the power to pick up the phone and yell, "Stop the presses."

About five years into his tenure, after a reporter came into the office at press time with a great story, Zweifel did so, only to be told, "They don't start for another 15 minutes."

William T. Evjue began The Capital Times 88 years ago. Evjue's hero was Robert La Follette, who founded the progressive wing of the Wisconsin Republican Party and brought about sweeping reform in politics.

But many disagreed with La Follette's position on World War I and turned against La Follette. Evjue, who was working at the Wisconsin State Journal, then began The Capitol Times. Rumors that Evjue was a subversive circulated, and advertising dropped, but in time, La Follette supporters helped the paper build its subscription base to 10,000. Advertisers realized if they wanted to get word of their businesses out, they'd better get in The Capitol Times.

In time, the Wisconsin State Journal and The Capital Times came to realize that neither paper could fund the needed printing

equipment upgrades on their own. So they formed Madison Newspapers, Inc., known today as Capital Newspapers. They pooled their resources into one building, then bought a new press and linotype and other equipment.

At the time, both were afternoon papers, but the one press could not accommodate them both.

"He did make one colossal mistake," Zweifel said about Evjue. "He told the State Journal they ought to go morning and that they could have the Sunday paper."

At the time, no one knew evening television news would come to compete with the afternoon paper. And no one knew that the Internet would add another competing news source.

The Capitol Times has gone through a redesign and is providing more in-depth coverage of the news, Zweifel said, "emphasizing the whys and the hows of the big stories of the day."

The pictures are larger, as well, to appeal to younger people who are more adapted to visuals.

Yet the paper continues to carry on Evjue's ideals as it keeps an eye on local officials, what they're spending and how, and keeps tabs on big, corporate money.

"We're not afraid to raise a little hell when hell needs to be raised," Zweifel said.

Today, through the Evjue foundation, \$2.2 million is distributed per year to the arts and charitable works.

Other items:

•Greg Garton said the bowling Sunday was a lot of fun. And Saturday, a good group turned out

OFFICERS

GREG GARTON, PRESIDENT • DREW LAWRENCE, PRESIDENT-ELECT
SARAH DEKRAAY, CLUB SECRETARY
BOB PULVERMACHER, RECORDING SECRETARY • JASON BROWN, TREASURER

DIRECTORS

LARRY FELLSHEIM • ED NIEBUHR • LORI DERAUF
AL DASSOW • ROBERTA BAUMANN

Calendar of Events:

Feb. 5, Super Bowl Sunday.
Feb. 28, Whitetails Unlimited
May 19-21, District Celebration

to pack medical supplies for shipping.

•Rotarians are urged to get their tickets and money back in before the Super Bowl Raffle Feb. 5.

Guests: Linda Marty Schmitz, Jim Schmitz; Don Olson, Linda Olson; Harriet Statz, Ray Statz; Robert Tucker, Ray Statz.

Birthdays: None.

Anniversaries: None.

Prayers: Feb. 2, Kim Wilde.

Programs: Feb. 2, Club Assembly; Feb. 9, state Rep. Dave Travis.

Greeters: Feb. 2, Allan Dassow and Sarah DeKraay; Feb. 9, Lori Derauf, Art Drake.

Make up meetings online

It's easy to make up a meeting on the Internet. The site is www.rotarye-clubone.org. Print out the form and give it to Sarah DeKraay, club secretary.