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# WE'RE GOING WEEKLY

## Quindel Named Publisher!

**A**fter a six-month examination of editorial issues, market conditions and economic realities, Wisconsin Light LLC has announced that it will commence weekly publication of Wisconsin Light during the first quarter of 1999. An exact date for the changeover will be announced shortly.

Wisconsin Light's goal is to mould one of the nation's finest biweekly LGBT publications into one of the nation's finest weeklies. In addition, the Light seeks to continue its development of a staff of full-time professionals. It was also announced that Greg Quindel, formerly President of *Shepherd Express* and *The Paper* (now *Metro*) would be assuming a full-time Publisher role.

The move to a weekly will allow Wisconsin Light to be able to handle the flow of news and information to the LGBT community in a more timely fashion. The Light's ability to cover the September primaries and November elections, both with special editions, was a matter of the luck of a cooperative publication schedule. "Had the elections been during our off week, our reports would have had a stale pall to them," Editor Bill Meunier commented.

The ability of the Light's already expanding community, arts and nightlife calendars to be more complete and timely also entered into the discussions about providing LGBT Wisconsin with a weekly paper of its own. In a state with a plethora of theater and performing arts groups, the newspaper often found itself unable to provide reviews of productions before the end, or near the end, of their scheduled runs. Limited runs for art house films, especially those with a LGBT theme, also could not always be covered in a timely manner.

The number of pages in a two-week cycle will rise by about 30-40% initially. The increased number of pages combined with doubling the annual publica-

tion schedule from 26 to 52 issues will allow

Wisconsin Light to expand its coverage of many of the diverse elements of Wisconsin's LGBT community.

Additional content directed at, for, and by people of color, youth, the business community and seniors is being planned. Additional coverage of issues of concern to Wisconsin Lesbians was also at the forefront in discussions about the decision. Social service and health agencies as well as athletic and arts groups will all benefit from the expanded page count.

The move will also allow the Light's nightlife coverage to be more timely and conform to the weekly nature of bar and club activities.

Meunier said he is excited about the new weekly format, "In the past we have been frustrated when major events such as the Mathew Shepard murder happened during our off week and we were unable to provide coverage of them until a week later. Going weekly does mean more work but it means that we will be able to keep our community informed about breaking news, as it happens. It also means that we will be able further diversify our content and provide more timely coverage of entertainment and night club news."

### STAFF REORGANIZATION

Quindel had been and will continue to serve as Chairman of the Board of Wisconsin Light. His extensive publishing experience brings an invaluable resource to the paper's staff, allowing it to focus on news and sales without the distraction of other activities. Quindel has postponed plans for a new general interest publica-

tion that was to begin publishing in early 1999. "I just didn't think I could do justice to both projects," he said. Quindel was also on Governor Tony Earl's Council on Lesbian and Gay issues and was a founder of the Cream City Foundation.

Current Publisher Ron Geiman's role is being enhanced and redefined as the new General Manager of the soon to be weekly newspaper. He will continue to write and assist the editorial and sales staff, but will also assume added responsibility for the company's administration. He, Quindel and Editor Bill Meunier will share responsibilities in an expanded effort to represent the paper in the LGBT and greater community.

Editor Bill Meunier will continue in his current capacity. But with his substantially increased responsibilities, he will focus more on news, politics and nightlife. Meunier will also be allocated additional time and resources for in-depth research and analysis.

Arts and Entertainment Editor Jerry Johnson will also have an expanded role in helping to control the increased flow of A&E articles, reviews and photos, and Terry Boughner's wide variety of writing skills will be able to be more fully utilized.

Sales Director Annabelle Havlicek, who will be working closely with Quindel, will be hiring additional display and classifieds sales support to augment a new marketing effort that will be launched in January.

No other LGBT publication in Wisconsin has ever had a full-time staff.

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