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## Can Milwaukee Handle Amy Goodman?

Award-winning advocacy journalist searches for local radio waves

By Thacher Schmid

In this age of McMedia, Amy Goodman is the antidote. Host of "Democracy Now!" (DN) and a beacon of independent journalism since 1996, Goodman has won awards for risking her life in places like East Timor. As she recounts in her new book, *Exception to the Rulers: Exposing Oily Politicians, War Profiteers, and the Media that Love Them*, she can't always afford the award dinners and skips the champagne to stand in back--once incurring Tom Brokaw's wrath for daring to question a keynote speaker.

DN is broadcast locally on Channel 14, MATA (cable only). The show's success, which has brought it to 225 stations and a million listeners, suggests DN might fit local radio despite Milwaukee's mainstream media conservatism. Is Milwaukee ready for DN?

"It's a good question," Goodman says. At local NPR affiliate WUWM 89.7 FM, program director Dave Edwards laughs when asked about adding the show. "We would have to take off a program like 'All Things Considered' or 'Marketplace,'" he responds. "You have to be very cautious and very deliberate about making a change." Told DN has outperformed top NPR programs in fund drives, Edwards is dubious: "I don't necessarily believe that. I would have to see the numbers to have that proved to me."

During a March pledge drive at KUNM, the top NPR station in Albuquerque, N.M., DN received 22% more funds than "All Things Considered" and 24% more than "Morning Edition." This, says DN's Dennis Moynihan, despite airing in the 3 p.m. "dead zone" while the other programs air at "drive time," when listeners are considered most likely to tune in.

Perhaps politics are the issue. "The goal of NPR is to provide unbiased, objective reporting," Edwards contends. "We don't necessarily feel the need to provide reporting that plays an advocacy role."

Peace Action Wisconsin's Julie Enslow disagrees. "I'm rather shocked," she says of Edwards' stance. "I think public radio should be giving us a variety of news and it's the perfect medium for a program like DN."

### 'Hotter Than Potter'

Meticulously sourced and rarely hyperbolic, DN is built on facts. "If you want to talk about advocates," Goodman says, "just look at the corporate media. Just look at the advocates for war. When these so-called mainstream journalists advocate for that, they are marginalizing real journalists." Her book, *Exception*, takes NPR to task for pro-war bias.

"We need [DN]," says Marco Frucht, co-founder of Milwaukee Indymedia. "It's been my first, second and third source for a lot of things."

Whether speaking on tour (1,500 showed in Minneapolis), grilling President Clinton on-air, writing or giving interviews, Goodman's genius is "muckraking"--Upton Sinclair-style investigative journalism--and media criticism. Able to dredge obtuse details from memory like Noam Chomsky, relentlessly analytical but accessible in style, Goodman is, as they put it at Louise Erdrich's Twin Cities bookstore, "hotter than Potter." On a 70-city tour in support of *Exception*, currently on bestseller lists including *The New York Times*, she appears June 20 at 1 p.m., UW-Milwaukee Union Wisconsin Room (free).

"Conservatives, like progressives, are deeply concerned about issues of privacy, about corporate control of the media, about a war budget that has ballooned out of control," Goodman says. "Wisconsin is extremely important as a center of national politics, a place that has a big effect on where a lot of policy originates. One of the principles of DN is to not just turn to this circle of beltway pundits but to go to the stories where they originate." DN has looked at school choice, welfare reform, the Bradley Center, interviewed Welfare Warriors, Phil Wilayto, *Rethinking Schools*, Howard Fuller, Tommy Thompson.

Critical of peers, Goodman seems to be hoeing a tough row. Does she ever tire--as Beck sings it--of fighting for a lost cause? "I'm inspired by the people I cover," she responds, "people who have resisted for many years. The people of Timor, Haiti, Nigeria. ... [Chicago Eight activist] Dave Dellinger just died--this is a man who fought his entire life for justice. [Pacifica Radio founder] Lew Hill believed that media was there for peace. I am very hopeful because the independent media movement in this country is growing."

## Large-scale Media Collaboration

Like Hill's 1949 Berkeley station, DN includes artists and musicians, e.g. Ani DiFranco and Spearhead's Michael Franti. "Culture and politics are intertwined," Goodman says. "It's important to bring out all forms of expression. Some of the greatest reaction we get is to music ... They say music is politics with a soul."

Steering clear of socialist or anarchist thought, *Exception* and DN avoid the economics that power government and media. But what about "cooptation," capitalism's Borg-like ability to absorb its critics? If a major network called to offer prime time, would Goodman accept? "We would be living in a different world," she responds with laughter. "I think it's absolutely essential to provide a voice for everyone, particularly those who are locked out of the debate. Which is most people. It's important to highlight what we do, which is the largest media collaboration in the country. This has never been done before."

The media simply is acting as a megaphone for those in power right now. It's easy to caricature Fox, but all the majors are very similar. ... We're so far away from that."

Goodman hopes to "level the playing field" and suggests we "support all the public spaces in this rapidly privatizing world." She means airwaves, libraries, community media centers, the Internet. Of the Web, Goodman says "we've got to use it or we're going to lose it." Her advice for pirate radio is "keep at it, build your low power stations, get a license or just get your license from the community." Goodman's license also comes from the community.

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### A Left-of-Center Center

#### Tracking public relations abuses at the Center for Media and Democracy

By Dustin Beilke

When author, journalist, activist, provocateur John Stauber read from his new book at the Harry W. Schwartz Bookshop on Downer Avenue June 2, he did so without his co-author and co-conspirator Sheldon Rampton.

Stauber did fine on his own, and *Banana Republicans*, his and Rampton's fifth book, was well-received by the overflow crowd. The two often separate during book promotions to double their opportunities, so Rampton was on the East Coast during Stauber's Schwartz reading. But most everything else they do through the Center for Media and Democracy that Stauber started in his basement, they do together. Through the center, Stauber and Rampton produce the quarterly newsletter "PR Watch" in addition to writing books and provide services to activists and journalists who help them recognize and combat corporate and government public relations tactics designed to blur the line between self-interested PR spin and real news.

"There is no way the organization would have taken off without Sheldon," Stauber says. "Sheldon is a writer and editor who is also an activist. I'm an activist who sort of stumbled into writing."

On June 18, Stauber and Rampton will celebrate 10 years of the center along with the release of *Banana Republicans* at a fund-raising reception at Club Majestic in downtown Madison. On June 23, they will speak at the Milwaukee Press Club Newsroom Pub, 137 E. Wells St., from 5:30 to 7 p.m. The event is free and open to the public.

In their 10 years of collaboration, Stauber and Rampton have investigated and uncovered dozens of phony grassroots organizations with benevolent-sounding names like the Harvard Center for Risk Analysis, the Guest Choice Network and ConsumerFreedom.com that are actually funded by the tobacco, fast food, agribusiness or biotechnology industries and run by hired PR practitioners.

They have exposed countless "experts" who have posed as disinterested analysts while accepting money from the companies whose products or services they endorse. One example they cite in their 2001 book *Trust Us, We're Experts* involved a 1998 "study" of the effect of odor on women's sexual arousal that the *Milwaukee Journal Sentinel* described as a "rigorous experiment" that proved that "male cologne markedly increased sexual arousal among women in the two days after the end of a woman's menstrual period." The experiment consisted of a small--too small--sample of 33 women who wore necklaces scented with water, women's perfume or men's cologne while viewing erotic films. It was conducted by the prestigious Kinsey Institute for Research in Sex, Gender and Reproduction and the Indiana University psychology department, but it was paid for by the Olfactory Research Fund, an organization financed by the perfume and cologne industry.

"No matter how cynical you become, you still can't keep up," Rampton jokes.

Stauber and Rampton have written in "PR Watch" and in their book *Trust Us, We're Experts* about Steve Milloy, aka The Junk Man. Milloy claims to refute this type of "junk science," but in reality is paid by corporations such as Philip Morris to criticize whichever findings his clients dislike.

Milloy was once cited as an expert by "20/20" TV journalist John Stossel in a report critical of Ben & Jerry's for using dioxin-free ice cream containers. Milloy claimed Ben & Jerry's was hypocritical for banning dioxin from its containers when the company's ice cream itself contains dioxin. However, the truth is that ice cream and all animal products contain dioxin, simply because so much dioxin pollution has occurred in the environment that the compound makes its way into the fat stores of all living mammals and their byproducts, such as milk. Milloy and Stossel did point out that dioxin is not a human health threat.

Public-interest attorney and former gubernatorial candidate Ed Garvey says the Center for Media and Democracy is good for people's health, both physical and intellectual. Garvey buys Stauber and Rampton's books in bulk and gives them away to his clients to help them understand the often insidious and pervasive nature of the PR industry and the corporations that hire PR companies to do battle with genuine grassroots outfits.

"Stauber and Rampton diagnose the disease and provide a cure while most people are just saying they feel sick," Garvey says.

Garvey says he started FightingBob.com, the online journal of progressive opinion he edits and publishes, in part because reading Stauber and Rampton's writing showed him how he had been hoping in vain for a fair shake in the public debate for all these years.

"I used to think that the people with the best ideas could win, but what you find in reading John and Sheldon's books and newsletters is that the game is fixed," Garvey says. "Alternatives like FightingBob.com, "PR Watch" and the *Shepherd Express* are the only places where our side has a chance of getting our point across."

### Two Guys

Stauber, who grew up in Marshfield and has lived in Wisconsin most of his life, started "PR Watch" and recruited a board of directors to create the Center for Media and Democracy in October 1993.

He had spent many years working as an activist for a variety of environmental and public health organizations, most recently Jeremy Rifkin's Foundation on Economic Trends, where he lobbied and organized in the Wisconsin Legislature to require the growth hormone rBGH to be labeled on milk cartons. Stauber calls Rifkin, who has written 16 books and has agitated the establishment since the 1960s as an author, critic and gadfly, his mentor. The *National Journal* named Rifkin one of 150 people in the U.S. who have the most influence in shaping federal government policy.

Stauber says Monsanto and the other companies that developed rBGH employed PR firms such as Burson-Marsteller and Direct Impact to spy upon, discredit and undermine its opposition. Milwaukee's Jeff Remsik also did PR work for Monsanto and the rBGH cause back in those days.

The first issue of "PR Watch" consisted mostly of articles about Stauber's experience with a PR firm called Mongoven, Biscoe and Duchin that specializes in gathering intelligence on citizen activists, and a man by the name of "Bud" Vestermark who, Stauber found, infiltrated the Foundation on Economic Trends and other activist groups.

Rampton grew up in Las Vegas and is a former reporter and print press operator who Stauber met through the Wisconsin Coordinating Council on Nicaragua when both worked for the organization in 1985. Stauber knew nothing of typesetting and Rampton agreed to typeset the first issue, accepting Stauber's used 20 MB hard drive as payment in lieu of cash.

"I thought the first issue had a lot of great material--it even had a film noir quality with a mysterious character named 'Bud'--but I told John that I didn't think there would be enough material for a second issue," Rampton said.

Stauber and Rampton found material for a second issue, and after two years had even found enough material for their first book, *Toxic Sludge is Good For You: Lies, Damn Lies, and the Public Relations Industry*.

"For the first six or seven years, we were primarily two guys publishing a quarterly investigative magazine, writing books and helping activists and journalists understand the dirty business of organized corporate and government propaganda," Stauber says.

Now the center has an annual budget of \$350,000 and employs four people in addition to Stauber and Rampton. The money comes from royalties from the books, foundation grants and donations from individuals.

The expanded staff has allowed the center to expand its operations to include two new services. "Spin of the Day" is a daily compendium of current information about public relations, propaganda and media spin that is sent via e-mail once a week to a growing listserv of more than 10,000 people. "Disinfopedia" is an Internet-based "open content" encyclopedia of people, groups and issues shaping the public agenda; the center manages the site, but the readers provide the copy and edit each other's work.

Stauber and Rampton's fifth book, *Banana Republicans: How the Right Wing is Turning America into a One-Party State*, came out May 24. In it, the authors' note that for the first time since 1932, the Republican Party controls the White House, the Supreme Court, the U.S. Senate and the House of Representatives. *Banana Republicans* posits that the GOP leadership maintains its hold on power through the systemic manipulation of the electoral system, the media, the lobbying establishment, and the broader political culture to the great detriment of most Americans.

Stauber and Rampton state clearly their position that they dislike the Bush administration, but their work is very convincing in showing how the radical wing of the Republican Party not only dominates the party but how it has cleverly built a political "war machine" bent on destroying all critics.

"Politics is a war conducted by other means," they quote David Horowitz, a champion of the right wing, as saying. "In political warfare you do not fight just to prevail in an argument, but to destroy the enemy's fighting ability."

Stauber and Rampton show how that war has been funded by corporations, wealthy individuals and a number of conservative foundations that have sprung up in recent years. They write about Grover Norquist of Americans for Tax Reform; Charles and David Koch, the oil-refining billionaires who continually fight the Environmental Protection Agency; the Adolph Coors beer family; Richard Mellon Scaife, the billionaire most famous for financing the *American Spectator* and the attacks on former President Bill Clinton; and, of course, Wisconsin's own Lynde and Harry Bradley Foundation.

Conservatives have won the culture wars by building an interlocking movement of corporate power, so-called think tanks and government control that have come to dominate many of America's institutions, including much of its media. Democrats and liberals, Stauber and Rampton note, would be happy to do the same, but have been so badly outgunned, outmaneuvered and outspent that they are barely even competitive.

"Although Republicans frequently complain about 'the liberal bias of the news media--the so-called fourth branch of government'--the reality is that conservatives have become increasingly influential within the media, with overwhelming domination of talk radio and a preponderant advantage on cable television, if not on the broadcast networks," they write.

Milwaukee PR pro Evan Zeppos thinks Stauber and Rampton sometimes paint with too broad a brush in their condemnations of the industry he has worked in for more than 20 years. But he says he has read *Toxic Sludge is Good For You* and "PR Watch," and thinks the center does good work.

Zeppos believes some of the people Stauber and Rampton catch in acts of deception and dishonesty are inaccurately identified as PR professionals.

"Anyone can say they are in PR, and I think anyone who masquerades as a PR professional deserves to be exposed," Zeppos says.

Zeppos says people who have studied under quality public relations professors, read professional journals, and completed the professional accreditation process that is available to PR practitioners understand that misleading reporters and lying are bad for business.

"Honesty and personal integrity are the most important commodities I have as a PR professional," Zeppos says. "I can't call a reporter if I don't have that."

#### Biting the Hand You Feed

Last Dec. 23, Stauber and Rampton were watching a matinee showing of *Shattered Glass* at a Madison movie theater when Rampton's cellular phone started vibrating.

The call was from CNN. Mad cow disease had just been found in a cow in the state of Washington, and Lou Dobbs wanted either Stauber or Rampton, co-authors of 1997's *Mad Cow U.S.A.: Could the Nightmare Happen Here*, on his show, live via satellite, in 20 minutes. In the book, Stauber and Rampton warned that the mad cow outbreak that had already struck in Europe could well happen in the United States because the cannibalistic animal feeding practices that led to it there were routinely practiced and defended by the beef industry and government "regulators" here.

What followed was three weeks of virtually nonstop media attention for Stauber, Rampton and the Center for Media and Democracy.

The mad-cow-related media attention and adoration of the sort they received in December and January are not what Stauber and Rampton have become accustomed to in their 10 years of watchdogging the public relations industry and writing about its abuses. Stauber and Rampton say the "propaganda industry" could not succeed without compliant media outlets willing to accept the corporate line and unwilling or unable to verify the information corporate and government PR practitioners churn out. Not surprisingly, the media industry does not reward this criticism with praise or attention.

"I probably did more media interviews in those three weeks in December than I have in the rest of my life combined," Stauber said.

For example, Stauber and Rampton's fourth book, *Weapons of Mass Deception*, was virtually ignored when it came out in July 2003, at the height of the search for the so-called weapons of mass destruction in Iraq. At the time, not much was known about the machinations the Bush administration had used to sell the war to the American people. The timing could not have been better and the subject matter could not have been more relevant, but the book was reviewed by exactly two of the nation's 100 largest newspapers outside of Wisconsin. Of the seemingly endless list of news talk shows on CNN, Fox News Channel, CNBC and other channels chattering about weapons of mass destruction, none of them responded to *Weapons of Mass Deception's* publisher's attempts to have Stauber or Rampton on the air.

Even without help from the press, the book spent eight weeks on *The New York Times'* extended bestseller list for paperbacks and showed up regularly in the Amazon.com Top 100 list, mostly through word of mouth, e-mail communications and the enthusiastic endorsements of countless bloggers. To date, the book has sold more than 50,000 copies.

Meanwhile, *Mad Cow U.S.A.* was out of print on Dec. 23, when mad cow disease was discovered in the United States (a paperback edition was quickly printed and 80,000 people downloaded the book for free from the "PR Watch" Web site). The book was dismissed by many in the mainstream media when it came out in 1997. Some critics likened Stauber and Rampton to Chicken Little while still acknowledging that the book was well researched and compellingly written. The book was lauded in the scientific and medical circles familiar with the disease.

Stauber says reporters had no choice but to turn to Rampton and him when mad cow disease finally showed up, because they were almost the only people alive who could speak credibly on this issue: "We were right," he says.

He was disappointed when *Mad Cow U.S.A.* was dismissed in 1997 and *Weapons of Mass Deception* ignored in 2003, but not surprised.

"Propaganda is about the media's inability to discern misinformation and its willingness to allow itself to be an organ of wealthy individuals and corporations," Stauber says. "And the media industry does a poor job of covering itself."

Stauber and Rampton hope it does not take CNN six years to come around to *Banana Republicans*.

## Which Side is Greener?

### Homegrown Greens debate Nader faction for presidential nomination

By Doug Hissom

Expect some good, old-fashioned maneuvering of smoke-filled rooms when a political convention hits Milwaukee next week. But it won't be from the usual suspects.

When the Green Party national convention comes to Milwaukee from June 23 to 27, two factions of the party will duke it out for the third party's presidential nomination. It's the stuff the two major parties used to be known for before their conventions became four nights of speeches prior to unveiling their nominees.

On one side are the self-ascribed "homegrown Greens." On the other is the specter of Ralph Nader. Nader ran for president under the Green banner in 1996 and 2000, winning about 2.8% of the national vote in 2000 and drawing the ire of many Democrats who say Nader cost Al Gore the election.

While the impact on Gore is contested by party regulars, Nader doesn't even want to run under the Green Party label in 2004, choosing to run as an independent. He wants the Greens to give him their endorsement instead and not run a candidate of their own. It's a deal Nader's already made with the Reform Party--Ross Perot's and Pat Buchanan's old hangout. And that's where the fight will be.

"The other conventions are just reality TV," predicts Ben Manski, co-chair of the Green Party.

Nader has supporters in the party, like Peter Carnejo, who ran for California governor in the recall election and has been campaigning for the party to endorse Nader. There will be resolutions on the convention floor to try to stop the Nader endorsement.

David Cobb, an attorney from Texas who is the general counsel for the Green Party and ran for state attorney general in Texas in 2002, is the frontrunner among eight candidates for the Greens' presidential nominee. (Carnejo is second.) He's got the support of people like Milwaukee's George Martin, who sat on Nader's presidential committee in 2000 and is co-chair of the Wisconsin Green Party. Martin says Cobb represents the "homegrown Greens" and stands for the core

principals of the party--including platform issues that Nader downplayed because he didn't like them, such as broad planks on women's rights and issues concerning people of color.

### **A Growing Force**

"We'd be cutting our throats if we don't run a candidate," Martin says of the fact that the Green Party has ballot status in 23 states because of its performance in 2000. This, he says, is the best way to concentrate on local and state elections. "We need to build an electoral base. We need to build for 2008." Currently, there are 297,964 registered Greens in the U.S.

A positive move toward building a local electoral base, Martin says, is that the Green Party candidate for state treasurer received more votes in 2002 than Nader did in 2000. "In 2000 we had two party affiliates in the state. Now we have 20," Martin says. "That's our mission."

Given that focus, Nader could be a sidelight to the convention. "We will be working on promoting our issues," Martin says, recalling that the Green Party gave Nader a banner to run on and supplied much of his campaign money. Now Nader has the database of supporters, not the Greens.

Green Party platform issues from 2000 look fairly mainstream when it comes to social justice, nonviolence, grassroots democracy and the environment. Those looking for "radical" elements could find it in the party's support for "a restructuring of social, political and economic institutions away from a system which is controlled by and mostly benefits the powerful few."

### **Nader's Negative Impact**

Pundits and political observers think the Greens--even with Nader, but especially without--are not going to fare as well this time around.

Marquette University political science professor John McAdams views Nader as a celebrity candidate who gave the Green Party appeal in 2000. Countering denials from the Green Party folks, McAdams says Nader definitely gave Florida to Bush. But that won't be so in 2004 since the stakes are higher for the left.

"A fair number of people on the left learned a lesson in 2000," he says. "I would be astonished if they got 1% (in 2004)."

Nonetheless, of 37 recent polls, 32 of them have Nader making a negative impact on John Kerry's campaign, despite Nader's assertion that somehow the "liberal intelligentsia" are behind spreading a rumor that he hurts the Democrats more than the GOP. The only one that claims, as does Nader, that he hurts the Bush camp more, is the Fox Network poll, which makes for interesting discussion on how ideology can interfere with polling.

Nader has qualified for federal matching funds for his campaign and has gotten on the ballot in Arizona and Texas as an independent.

The Greens' national office say they picked Milwaukee for its political independence, being a city run by Socialists for the better part of the 20th century and being part of a state that founded the Republican party, was home to the Progressive Party and founded the North American Green Movement.

There are several events for the public to get acquainted with the Greens:

- Friday night, June 25, Fourth Street by the convention center will be closed for a party with national recording artist Michelle Shocked.
- On Saturday night, there will be a super rally with music and speeches at the Midwest Convention Center. The cover charge is \$10.
- At 1:30 p.m. Sunday an anti-war rally will take place, beginning at the Hyatt Hotel.

For more information, visit [www.gp.org](http://www.gp.org).

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## **A Life Well-Lived**

### **Remembering A. David Schwartz**

By Paul Amitai

*July 15, 1938 to June 7, 2004*

Harry W. Schwartz, founder of Milwaukee's oldest independent bookstore, often said that there was nothing more honorable in life than being a bookseller. He had a hard time understanding why his son Aaron David would ever want to be anything else. But like most young adults, the son fought stubbornly against the inherited occupation of the father. Interested more in Karl Marx than the market, the son had little time or patience for capitalistic ventures.

What is surprising is that the son not only grew to accept the prodigal role as bookseller, but also that he grew to revel in it. David (as he was known to most) took his father's business and turned it into a projection of his own philosophies, attitudes and passions, a place where diverse perspectives were welcomed and well-represented. This was expressed not only through the books on the shelves but in the staff behind the counters. Schwartz created a community within the community, providing an environment for a bunch of idiosyncratic personalities to find a home.

It is not unusual to find staff members who have stayed on board for 10 years or more: When working in an independent bookstore, it's definitely not the pay that keeps them around. John Ecklund, who worked as a manager for Schwartz from 1974 to 1998, says that the staff have stayed so devoted because Schwartz involved them in the business in a way that was empowering. The perspectives of the buyers, store managers and booksellers helps to shape the vision for each of the stores. A man of strong convictions and very particular sensibilities, Schwartz also knew when to let others take the reins.

### **Genuine Community**

In an age when corporate conglomerate retail chains rule, the Harry W. Schwartz Bookshops have been able to survive and thrive because of their ability to develop and change to suit the needs of the community. Each of the four current locations has a unique persona that reflects the neighborhoods in which they reside. In this case, the little guy has a leg up on the cookie-cutter mentality of the megastore book outlets.

Schwartz's commitment to the community is not only demonstrated in this sensitivity to the needs of customers, but also in a charitable program called "Schwartz Gives Back," which was recently expanded to give back to customers as well as community organizations, says operations manager Mary McCarthy. Customers who sign up for the rewards program make a charitable donation each time they make a purchase, with 1% of the purchase total being donated to a designated service, arts or literacy organization in the Milwaukee area. What began as a rather modest but proactive way of creating a customer benefit other than a discount has generated more than \$200,000 in donations. Initiatives such as "Schwartz Gives Back" enabled David to incorporate a kind of community activism into the business mission without asserting political agendas and to set an example that other local businesses have begun to replicate.

### **The Road to Bookselling**

Learning to maintain this moral imperative within a profit-minded industry did not come before years of conflicted emotions. The son did not return to the fold until 1974, when as a newly divorced single parent David took his father up on the offer to run the family business. But in the years prior to returning home, David spent his twenties like many left-leaning idealists who came of age in the 1950s and '60s: steeped in Marx and Hegel, fueled by civil rights and social justice movements.

But unlike many radical intellectuals, Schwartz and a group of like-minded friends decided to act on their beliefs rather than merely theorize at the cafe. Inspired by Theodore Roszak's book *The Making of a Counterculture*, Schwartz, his wife and young daughter moved with three other families to a commune in Maine, remembers daughter Rebecca Schwartz. The families lived and worked together cooperatively on a parcel of farmland that initially looked more like an auto scrap yard than a sustainable homestead. A sense of hopefulness pervaded for some time, but the suburban Milwaukee-bred families proved to be a bit ill-equipped to overcome the cruel realities of living off the land. Backbreaking work in a peat bog seemed to have sealed the deal for Schwartz; running a bookstore didn't sound so bad after all.

After a very trying year at the commune that saw the dissolution of his first marriage, Schwartz returned to Milwaukee with Rebecca in tow and set about running his father's business. Schwartz had to learn how to be both a businessman and the main caregiver. Growing into both roles did not come without taking a few lumps. Much of the business naiveté was compensated by an unrelenting commitment to the power of the book as a vehicle for change. Any successes gleaned as a father and father-figure/mentor were due to a generosity of spirit and a respectful consideration of others' ideas.

The business progressed as David expanded the business from the original Downtown store on Fifth and Wisconsin Avenue to a new store at the corner of Water Street and Wisconsin Avenue. But the most important development occurred in 1980 with the hiring of Carol Grossmeyer as a bookseller. Scooped up from then-competitor B. Dalton's, Carol became a trusted confidant, and soon thereafter the love of his life. Carol and David were partners in every way, sharing their passions for good books, cooking and traveling, says Carol's son, Jason Niebler. The couple lived and breathed the bookstores, with Carol taking on many of the responsibilities for shaping the vision of the newer shops in Shorewood and Mequon. David also became a devoted father to Niebler. The three lived in Shorewood, not far from where David grew up and where Harry's first store was located.

Recent years with Carol, children, grandchildren, friends and extended family from the stores seemed to have found

Schwartz more at peace. Ever the stickler for details, Schwartz, looking toward a semi-retirement, nonetheless began to cede more of the major responsibilities to trusted associates like operations manager McCarthy and marketing director Nancy Quinn. Unfortunately, lung cancer sped that process along faster than expected.

After a yearlong battle with the disease, Schwartz died on June 7th. A. David Schwartz was clearly a cherished community member for his great integrity and noble principles along with his role as its bookseller. But in the end, he was proudest of being a good husband, father and friend.

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