



UBET GAZETTE

The Cepia Club Community Newsletter

www.cepiaclub.com

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"Connecting people . . . with community media"

Cepia: an acronym; def. "community ending public ignorance and apathy"

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Ubet Gazette

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Views of the News

**In Unexpected Upset,
Democrat Schachtner
Victorious in Wisconsin's
10th State Senate District,**

Special Election Analysis

**By Evan Wright
Guest Contributor**

In an event that made national news, Democrat Patty Schachtner beat Republican Assembly Representative Adam Jarchow in a January 16th special election to fill Wisconsin's 10th Senate seat. The seat had been vacant since former Republican state Senator Sheila Harsdorf took a position in the Walker administration in late 2017.

Harsdorf has held the seat since 2000, when she beat a two-term Democratic incumbent. She has won it by large margins ever since. In 2016 she won the seat by 26 points. The same year, Trump

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The New Epoch for Cepiaclub

***by Tim Krenz
Owner & Director***

The Cepia Club LLC had a great year in 2017, one in which we refined our business model as a community multi-media company, and as an enterprise devoted to "connecting people" to ideas and activism for their own better living. Beyond mere corporate conscientiousness, we feel our unique business has purpose for those involved and benefits for the world. While we need and seek profits to grow and survive, we also understand that stewardship for better communities and a healthier world must have a profit (a bonus or dividend) for others as well. That clearly stated, we expect to develop and expand our business and its influence as a clearing house for information and resources that anyone can use to better themselves and the places where they live.

Primarily a producer of content that contains words/(sounds) and images, The Cepia Club LLC focused last year on our publication products. We redesigned, rebuilt and debuted our new web "hive-site," at www.cepiaclub.com, as both an introduction to us and as a participation portal. We also reformatted two old publications of ours under new names and formats, Strategikon and Ubet Gazette. Strategikon, published quarterly, serves mainly the subscribers of CepiaGlobal. The Ubet Gazette, a monthly, free outreach news

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periodical, serves readers with a general interest in Cepiaclub, and also serves those individuals interested in community activism.

Most importantly in 2017, Cepiaclub introduced a periodical that panders to everyone, NormalcyMag, a bi-monthly magazine that explores American culture. Family-oriented and avoiding politics, the first four issues received rather warm and generous acclaim from readers. For volume two in 2018, Cepiaclub devotes most of its effort this year to developing and growing NormalcyMag.

Besides continuing fully with these four publishing efforts, in 2018 Cepiaclub will start a slow and measured return to one core competency, PiK. Media, with its audio-visual productions and broadcasting. We plan to do some upgrades to our services in this regard, including our own original material, those of associates, and other producers. Cepiaclub plans for both informative and creative and entertainment programming as this builds. We believe that PiK. Media productions will give even more depth and meaning to our mission of "Connecting people. . .with community media." Stay tuned. New things ahead for The Cepia Club LLC in 2018!



Mission & Policy of Ubet Gazette

Mission: A community-directed publication of Cepiaclub; providing news and resources to a general audience; to inform and empower activism; with ideas and programs for outreach and activism; where people live, and beyond.

Editorial Policy: A) Useful and meaningful education for all ages. B) Market-oriented action with a secure right to property. C) Loyal to democracy in process, with choices; home rule and self-government wherever possible. D) Realistic; forward-moving; future-minded; and positive results for everyone.



Schachtner wins Special Election

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won it by 17.

Schachtner, a Democrat, won by 10 percentage points last Tuesday. Depending on how you count it, that's either a 27 or 36 point swing in the Democrats' direction from a year and a half ago. It's been nearly 20 years since a Democrat won the 10th Senate District, and recently, elections haven't even been close. So it's reasonable to wonder, and panicked Republicans all the way to DC certainly have, how could this have happened?

Democrats, of course want to know too. They know they've been losing ground in the heartland, and this seemingly impossible upset offers hope. What wizardry has Patty conjured up to win in this solid-red district? What can Democrats do to emulate her success? Everyone wants to understand this race—the money spent, the campaigns run, the candidates and their appeal. It seems obvious to me that this race will be overanalyzed. But the answer is simple, and perhaps obvious: What happened? Trump did.

Turnout in this election was low compared to 2016. That was predictable, and intentional as well. Of course a contentious presidential election drove more voters to the polls than a local state Senate race, but why did Republicans, who appointed Harsdorf at a strategic time to ensure the timing of this election was advantageous to them, want an election in the middle of frigid January? Simply put, Republicans normally do better in low-turnout elections. Republican voters are just more reliable. They will show up to vote with more consistency than Democrats, who show up more frequently when there are high-profile races at the top of the ballot. Republicans scheduled this election intentionally, so that almost no one would go to the polls.

Except they did. The strategy backfired spectacularly. Turnout was nearly 25 percent of 2016 levels, which is more comparable to the annual spring election than what would have been expected for a local race at this time of the year. (Of course, the spring election is not the most glamorous of contests either, but there is usually at least one statewide office on the ballot.) Further analysis, though, yields two statistics that in my opinion are key to understanding why Schachtner beat the odds. Republican turnout for this little-known race was only 18 percent compared to 2016, but Democratic turnout was nearly 40 percent. That's why Democrats, who are a minority in the district, were able to win by a substantial margin.

To me it's obvious that the backlash against Trump was responsible for this turnout bump. Democrats have been more engaged in politics than they have been in years, maybe decades. They knocked on doors, they donated, they sent postcards, and most importantly, they voted. And they won. Turnout, driven by dedicated Democrats opposed to Trump, won this election. Not some magical characteristic of Patty Schachtner, not some cunning, never-before-used election strategy, but engagement in the democratic process.

Every vote counts. This election proves it.

Evan Wright comments from Osceola, WI. The views expressed in this article belong solely to the writer.

Active-Bytes

Take a walk around your house and property. Ask yourself, "Do I recycle all that I should, or do I put too much in the trash because of laziness? Do I have things that I could donate someplace that other people could use better, those things I don't really need? Do I use my energy consumption efficiently, or do I waste it? Have I wasted any time today instead of living well and thoughtfully, with deliberate purpose and zest?"



The Cepia Club LLC

connecting people...with community media



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Research and writing, business and strategic planning, models, public relations projects, media projects, and consulting, management services to non-profits, public events, and political efforts. fundraising and advertising campaign management.

The Cepia Club LLC

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FOUR BY FOUR PUZZLE

Rules for the "Four-by-Four" Puzzle

- Objective: Fill in the empty spaces for complete four-letter words, spelled correctly left-to-right, and top-to-bottom ONLY. Palindromes allowed.
- Each of the eight four-letter words (4 top-to-bottom, 4 left-to-right), must have a match in the interlocking letters. One line provided top-to-bottom and one line provided left-to-right to start the puzzle.
- NO Proper names, NO words with punctuation, and NO abbreviations, nor miscellaneous contractions. Slang words allowed if found in a certified dictionary.
- If the puzzle has a solution, cut out completed puzzle, include name and mailing address, and send postal mail to The Cepia Club address (see publication info) for an undisclosed prize.

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