



Elizabeth M. Coggs

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Please visit my Website for day to day news on Milwaukee County at:

<http://www.milwaukee.gov/SupervisorElizabethC7923.htm>

April 13, 2009

Milwaukee Journal Sentinel

ATTN: Dan Bice

333 West State Street


Milwaukee, WI 53203

Dear Mr. Bice,

In the wake of many of your recent reports, I have attempted to take the high road. When I talked to you on the phone last month, I started out with a word of prayer in hopes that we might focus on the many challenges facing African-Americans in Milwaukee County. But it is interesting that your paparazzi journalism continues to come at the expense of African-American elected officials. **And today, April 13, 2009, you printed the same story, word-for-word, that you already printed on April 4th.** Come on! I believe the decision to print the exact article twice in the last ten days was intentional.

Your modern day lynching attacks only report the negative. Ask yourself the following questions. Have you ever done an article on the Dr. Martin L. King, Jr., Back to School Festival? Have you ever done a story on why Milwaukee has such high unemployment among men of color? Have you ever walked in the footprints of someone who made an error, changed their life and are trying to work and do better for their family? Have you ever done any positive stories on African-Americans doing positive things in their communities?

We all know the Journal Sentinel is not meeting its sales goals. We also know that the Journal Sentinel is not a diverse employer in middle and upper management positions. Your yellow journalism downplays legitimate news in favor of eye-catching headlines that sell more newspapers and may feature exaggerations of news events, scandal mongering, sensationalism or unprofessional practices by news media organizations or journalists. Yet you still are not selling enough newspapers!



Chairwoman: Finance and Audit, Combined Community Services Board, Vision for Vliet Task Force, Work Reform for Men of Color Task Force • **Milwaukee County Committees:** Parks, Energy and Environment, Health and Human Needs • **Memberships:** National Association of Counties (NACo), National Organization of Black County Officials, Milwaukee County Friends of Africa, Inc. • **Community Involvement:** Founder of Dr. Martin Luther King, Jr. Back-to-School Festival Board, Greater Holy Temple Christian Academy Board, Abundant Life Ministry, Inc. Board, King Advisory, Inc. Board, Member of Holy Redeemer Institutional Church of God in Christ

Many people in my community are sick and tired of your exploitation of people of color in leadership positions. All you are doing is continuing the standard of institutionalized “isms.” You support the tradition of double standards that overseers had during slavery. Have you ever heard of the Willie Lynch theory? In 1712, he wrote a document titled, “How to Keep a Black Man Down.” He said, *“In my bag here, I have a fool-proof method for controlling your black slaves. I guarantee every one of you that if installed correctly it will control the slaves for at least 300 years. My method is simple, any member of your family or any overseer can use it.”*

I also thank you for allowing the readers to see how lynching still exists today in 2009! It is odd that if you didn't have an Elizabeth M. Coggs, you would have to create one. It seems to me you might want to become a gossip journalist. Explain to me what is so newsworthy about a foreclosure on a home, a divorce or a family having problems. Sir, with all due respect, millions of Americans all over the country are faced with these misfortunes. Thank you for showing that, despite being an elected official, I still embrace my shortcomings as a human being. I know and understand why my constituents continue see me as an everyday person and a voice for them, because I am an everyday person.

All of my faith and hope are to work for a better day for ALL people. I stand on the shoulders of many legacies, including Isaac and Marcia Coggs, Elder Harold and Elizabeth Young, Bishop DJ Young (a runaway slave and a founding member of the Church of God In Christ), Eula Mae and Reverend Isaac Coggs.

In closing, I want to share with you a quote from a song I learned as a child while I marched and protested for fair housing, equal rights, and quality education and against the Vietnam War. “Woke up this morning with my mind stayed on Jesus and freedom.” He is my redeemer. Just as my people kept the faith during life’s struggles and strife, I still do that today.

Faith, Hope and Harmony,



Elizabeth M. Coggs
Milwaukee County Supervisor, 10th District

Cc: Milwaukee County Board of Supervisors
Milwaukee County Executive Scott Walker
Marty Kaiser, Editor, Milwaukee Journal Sentinel
Milwaukee Journal Sentinel Editorial Board
Milwaukee News Media Outlets