
Press Release

MIDDLETON, WISCONSIN July 12th, 2026 / Press Newswire - First Call - Proactive Publishing LLC, a vertically integrated Global Publisher located in South Central Wisconsin (USA) announces yet another example of total and complete incompetence by the Middleton School District Board Members.

Week of July 7th, the Middleton School District deployed to all Middleton Residents (7,000+) via USPS Bulk Rate, a 21 page Color high quality glossy finished booklet featuring over 70 color photos. This high valued publication was a direct mail to all Middleton residents that mirrors the playbook of German propaganda expert, Joseph Goebbels. This Middleton district controlled media publication that was published by the Middleton School District is a foolish attempt to manipulate public opinion, hiding the fact that behind the scenes the entire school board and Dr. Dana "Double D" are all facing future criminal felony charges?

Featured in this propaganda publication was complete photos of the board with a full two page spread on how great the School board members are performing and why they need more of your money because they cannot stop wasting your money, so like a little child, they ask for more vs. fixing the waste problem. The entire booklet should have been published online vs spending over \$32,000.00 of the Taxpayer's hard earned money. **Dumb. Dumb. Dumb. Dumb. Dumb. Dumb. Dumb @ \$32,000.00 Wasted!!!!**

Their Photos and a full page spread on Dr. Dana is also included as she self-promotes herself and by not informing her Reads that she is facing criminal felony charges. As well as position her employer and the taxpayers of Middleton in a very bad storm that is fast approach, called litigation...

Dr. Dana appears to be working part-time at Middleton School district as she also works Full time at the UW-Madison. Yet, she is paid as a full time Superintendent (six-figure) with the Middleton School District. Is this a good ROI for Middleton Taxpayers??? And her work at MSD sucks and appears to be a very lazy person who likes to self-promote herself all the time.

Therefore, all these nice photos and profiles of greatness by the school board and Dr. Dana could have been and should have been highlighted online, like all other school district do. How many Wisconsin School Districts can afford to publish and deploy a semi-annual (over \$60K taxpayers savings per year savings by publishing online) expensive school district content? It is 2026; print media is going away for a reason. It cost MONEY you dumb asses....I cannot find one school district who would pay over \$32K for this piece of propaganda shit your published to show, demonstrate and reinforce is wasteful, incompetent, and should be removed and their salaries reduced to nothing for being on tis school board and acting like child hiding an breaking the law in the process.

This pitch by the school board is they need more money, yet, they create a \$32K expense when they could have saved that money and use dth internet to communicate the same message and photos. Dumb people spending other people's money in a wasteful fashion and then they ask for more money. Hummmm.

TIME to SAY NO. No More money until you can demonstrate that you collective as team know what you are doing and how you are spending taxpaying dollars that are not yours to spend on dumb things like a \$32K publication that could have been posted online at ZERO COST. Hello Board Members - Wake Up you dumb asses.

- (Copies of this mailer is attached to this July 12th, 2026 Press Release (cover and the two features on Dr. Dana and the Board Members)
- Lastly, the three sponsors that were featured **paid less than 1% of the cost of this publication.**

Again, less than 1% was paid for three sponsors. One tiny Trio Ramen ad and another ad that was mentioned on the back page and only had a very small ad in the corner less than 2.5 inches.