



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Legislation Text

---

**File #:** 28417, **Version:** 1

---

### Fiscal Note

No appropriation required.

### Title

Commending Jesse Russell's contributions to the civic and cultural life in Madison.

### Body

WHEREAS, Jesse Russell founded dane101.com in 2005 and has covered news and culture in the Madison area for over 12 years; and,

WHEREAS, with 50,000 - 100,000 viewers each month, dane101 has informed and educated readers about news and events, provided a platform to launch the careers of reporters who have gone onto other publications and allowed citizens the opportunity to amplify their voices that could be heard by a much wider audience; and,

WHEREAS, Jesse Russell has promoted over two dozen cultural events, providing opportunities for local and regional performers to get on stage and entertain thousands; from several local groups dressing up and performing a Halloween show at the High Noon Saloon to the Fire Ball, now in its fifth year doing a two night show at the Majestic and is the marquee winter event for younger Madisonians who find the Frostiball inaccessible; and,

WHEREAS, starting in 2007, Jesse Russell has coordinated dane101's coverage of the Wisconsin Film Festival, which has sent more people to the festival, provided more previews, reviews, videos, and interviews than any other media outlet and has hosted an interview podcast with some of the filmmakers visiting the city; and,

WHEREAS, Jesse Russell is relocating to San Francisco, California with his family after residing in Madison for 10 years,

NOW, THERE BE IT RESOLVED that given the breadth and depth of Jesse Russell's contributions to the civic and cultural life in Madison, the Mayor and Madison Common Council commend him for these efforts and wish him good luck in all his future endeavors.