

## **Bice: GOP gov candidate Bill Berrien scrubs links to sexually explicit social media accounts**

<https://www.jsonline.com/story/news/politics/2025/09/22/gop-governor-candidate-berrien-scrubs-sexually-explicit-online-links/86166914007/>

Milwaukee Journal Sentinel

Wisconsin gubernatorial candidate Bill Berrien has campaigned as a conservative who is critical of transgender individuals.

Berrien's social media account on Medium.com followed several sexually explicit writers, including a transgender porn star.

After being questioned by journalists, Berrien's campaign confirmed he removed many of the sexually explicit accounts he was following.

As a Republican running for governor, Whitefish Bay businessman Bill Berrien is campaigning as a conservative leader who stands up for family values.

Berrien, CEO of Pindel Global Precision, is especially critical of transgender individuals, saying they are engaged in "radical social experimentation."

"Take it from a dad and a coach, I will keep boys out of our daughters' sports and locker rooms," Berrien says in a recent TV ad. A new ad praises President Donald Trump for "protecting our daughters' sports."

Bill Berrien, pictured here in his first television campaign ad, has entered the 2026 Republican primary for governor.

But Berrien's online footprint tells a different story — one that he quietly tried to erase in recent days.

On Medium.com — an older online platform, similar to Substack — Berrien, 56, has an account that was following a transgender porn star named Jiz Lee and several other authors of sexually explicit essays. To "follow" someone on social media means you subscribe to their account and their posts show up in your personal feed.

Other writers he was following include Octavio Morrison, author of "7 Types of Orgasmic Sensations" and "3 Terrible Reasons to Have a Threesome" and Emma Austin, who calls herself "a wholesome perv with a touch of whimsy" who has posted items such as "Pegging is A-OK," and "I Love Getting Jackhammered."

Not your typical men's health magazine headlines.

Berrien also followed "publications," essentially blogs, like "Sexography," which calls itself "an inclusive place for people to talk about and explore sexuality from all orientations, cultures, and perspectives," and "Polyamory Today," which promotes relationships with multiple partners.

In the past, he "clapped for" — similar to "liked" on other social media — an article on "Polyamory Today" entitled, "My Husband Loves Watching Me Flirt With Another Man" and a post by Lee, who identifies as a "queer, trans, non-binary adult performer," on ethical porn. (His campaign maintains he didn't know Lee's gender identity.)

Berrien's campaign also said there was nothing hypocritical about Berrien, a critic of transgender rights and advocate for conservative values, following a variety of sexually explicit authors and blogs.

"It is absurd to suggest that Bill would know about a particular author's personal choices or by reading one article by an author would agree with everything else they wrote," a campaign spokeswoman said. "We read Dan Bice all the time, and we have no idea about his personal choices."

She added, "It is also absurd to suggest that reading articles about sex as a happily married adult man with three children is in any way out of line with conservative Catholic values."

Republican candidate for governor Bill Berrien, left, of Whitefish Bay speaks with Milwaukee Journal Sentinel reporter Daniel Bice during Berrien's visit to the Wisconsin State Fair on August 6, 2025 in West Allis, Wisconsin.

But Berrien didn't act like someone who thought voters would understand. Consider this:

The Wayback Machine, which stores snapshots of current and past websites, showed he was following the accounts of 41 individuals, including business colleagues, news magazines such as The Atlantic and a blog promoting the hiring of military spouses, and seven publications on Jan. 23.

The Journal Sentinel asked the Berrien campaign on Monday, Sept. 15, about his past history on the online platform. The next day, someone scrubbed the account of 19 individuals and publications that he was following, including most of the sexually explicit ones. That left him following 22 people and blogs.

Even after the changes, Berrien was still following as of Sept. 18 the "Sexography" blog and two individual accounts with sexually provocative content: Sherry Mayle (e.g., "The 9 Types of Couples Who Want to Have a Threesome with You") and Missy Garcia (e.g., "3 Parts for Transformative Orgasmic Pleasure").

A spokeswoman for the campaign acknowledged Berrien was behind the changes.

"When you brought this up, he logged in on Tuesday and started messing around, which resulted in some folks being deleted" from his account, she said.

Berrien campaign officials confirmed he set up a Medium account in 2018 but said he has used it rarely since 2019.

The Wayback Machine showed, however, that someone was on his account even earlier this year. That's because Berrien just recently began following Jonathan Healy, an investor at Cathay Innovation and a strong advocate for reindustrialization. Berrien has made reindustrialization a major theme of his campaign, writing about it in a 442-word story last month on LinkedIn.

Berrien's Medium account also continues to follow several individuals with whom he apparently has a professional relationship. Berrien did not stop following any of his business associates when scrubbing other individuals from his account.

Initially, the campaign had indicated that the Journal Sentinel might be able to talk to Berrien about his Medium account. Berrien officials later decided against doing that.

Washington County Executive Josh Schoemann, the only other Republican candidate for governor currently in the race, declined to comment on Berrien's online activities. Also refusing to issue a statement was the state Democratic Party.

But one experienced Democratic strategist not working for any gubernatorial candidate said this is a clear case of hypocrisy and that voters don't like such behavior.

"If you want to go and criticize people's freedom to live the way that they want to live and try to restrict those freedoms, on one hand, and expect that you yourself can do whatever you want, that's exactly the kind of hypocrisy that people have concerns with," the strategist said. "You can't have it both ways."

The strategist added that Berrien's decision to try to scrub his own account after being alerted to the issues was further proof that he is "not ready for prime time."

Of the sex-related accounts Berrien followed, they varied in how often they publish and how many people followed them.

Austin, who has been on Medium since 2019 and has 80,000 followers, posts once or twice a week on a variety of topics, including vibrators, sex dolls, condoms, masturbation and rough sex. Morrison has 2,200 followers on Medium, where she last wrote in 2020. She also has a Substack account on "sex, love, soul, mind and body."

Lee, the trans porn star who uses they/them pronouns, has been on Medium since 2015 and has 1,500 followers. They have only one post, "Ethical Porn Starts When We Pay for It," which Berrien clapped for. But Lee's page directs people to their personal website, where they post stories fairly regularly on their blog, most recently on Aug. 25.

Williams College, a prestigious Massachusetts school, came under fire in 2022 for inviting Lee to speak on campus to discuss their experience with porn and its relationship to personal empowerment. Lee has appeared in more than 100 films but is a strong critic of traditional porn for presenting heterosexuality as the preferred sexual orientation.

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## **Bice: Trans porn star rips GOP governor candidate Bill Berrien for 'hypocrisy' over X-rated web links**

<https://www.jsonline.com/story/news/politics/2025/09/26/trans-porn-star-rips-gop-candidate-bill-berrien-for-his-hypocrisy/86352769007/>

Milwaukee Journal Sentinel

It's not often that a Wisconsin gubernatorial candidate gets lectured by a trans porn star.

But GOP candidate Bill Berrien isn't running a campaign like anyone before him.

Berrien, the CEO of Pindel Global Precision, is campaigning as a conservative leader who stands up for family values. The MAGA wannabe candidate has been especially critical of transgender individuals, saying they are engaged in "radical social experimentation."

Republican candidate for governor Bill Berrien of Whitefish Bay speaks with Milwaukee Journal Sentinel reporters during a campaign visit to the Wisconsin State Fair on August 6, 2025 in West Allis, Wisconsin.

"Take it from a dad and a coach, I will keep boys out of our daughters' sports and locker rooms," the Whitefish Bay businessman says in a recent TV ad. A new ad praises President Donald Trump for "protecting our daughters' sports."

But the Journal Sentinel reported this week that his online footprint tells a different story.

On Medium.com, Berrien, 56, has an account that was following a transgender porn star named Jiz Lee and several other authors of sexually explicit essays. He also was following publications called "Sexography" and "Polyamory Today," links that he scrubbed after being contacted by the Journal Sentinel.

The news has attracted international attention and follow-up stories in such publications as the The Daily Beast and the Daily Mail.

Now Jiz Lee is speaking out.

Lee, who identifies as a "queer, trans, non-binary adult performer" and uses they/them pronouns, slammed Berrien on social media for being hypocritical.

"It's okay to follow trans porn stars. It's okay to read articles about sex and relationships," they said in a post on the Bluesky social platform.

"What's not okay is the hypocrisy of backing forceful legislation that restricts what people, trans and otherwise, can do with their own bodies. That is shameful."

Berrien had also "clapped for" — similar to "liked" on other social media — an article by Lee entitled "Ethical Porn" Starts When We Pay for It." Lee has appeared in more than 100 films but is a critic of traditional porn for presenting heterosexuality as the preferred sexual orientation.

His campaign declined to comment when asked to respond to Lee's Bluesky post.

Shortly after news about his online activity went public, Berrien fired back on X, formerly known as Twitter. He is one of three Republican candidates running for governor in 2026. Also running are U.S. Rep. Tom Tiffany and Washington County Executive Josh Schoemann.

"Is this the best they can do? Just days after I promised to stand with President Trump to protect our state, stop the woke indoctrination, and keep boys out of girls sports, they came after me with the same failed attacks they tried with President Trump," Berrien posted.

"Garbage political hits didn't slow President Trump down, and the Democrats and the media's latest attempts to keep me out of this fight won't work either."

But the controversy does appear to be having some impact.

WBAY-TV (Channel 2) in Green Bay reported that Berrien was a no-show at a Manitowoc County Republican Party picnic where he was supposed to be the keynote speaker on Thursday night, with his staffers telling event organizers that the GOP candidate had "a very rough week."

"The county chairman then made the announcement to people in the shelter you see right behind me," reporter Jason Zimmerman said of Berrien's canceled speech, "and some of those people actually applauded."



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