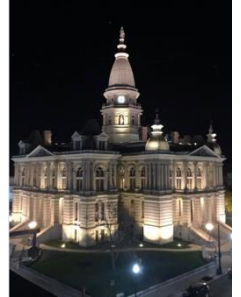


THE DAYBREAKER

September 16, 2021



Today we had 18 in-person and 5 ZOOM attendees

- This quarter all Happy Bucks will benefit the YMCA. Please be very happy to benefit this great organization.
- Daybreak Rotary is a partner club in a fundraiser involving selling Copper Moon Rotary coffee in both K-Cups and bags. Sales would be contactless on the internet. The club will make \$3 for each bag and \$5 for a box of 24 K-cups. Orders will be taken at <https://founders1905.com>
- Please keep Bob Feuer and David Strand in your prayers as they deal with health issues and surgical recovery.
- We need someone to step forward and function as the sponsor for the Interact Club at Central Catholic HS. If you are at all interested contact President Linc or Secretary John



INVOCATION: Rachel Johnson

VISITORS: None today

PROGRAM: Our program today was given by Dave Bangert, who described his initial journalism efforts at this high school newspaper in suburban St. Louis. He then attended and graduated from Colorado University, also working on their campus newspaper. He then worked on a newspaper in Lawrence, KS until moving to Lafayette in 1989.

He initially lived on the north side of Lafayette and was employed by the Journal & Courier until he accepted a buyout and "retired" from the paper in December of 2020. During his years at the J&C he filled a large



number of positions, reporting on City Hall, the police beat, the weather and even sports.

After leaving the J&C he wasn't sure exactly what he was going to do but had a number of people encourage him to continue reporting on local events and try posting these independent of the paper. He then learned about Substack, an organization that manages large email lists to allow sending out newsletters, including the ability to have a subscription service.

Given this platform he started to post local stories and found they were quickly being shared, growing his readership list much more quickly than he initially expected. One of his early efforts revolved around the repainting the streets at 10th and Main streets, particularly when he learned that the designer had recently died. Almost immediately 150 people read his stories and he realized that there was an unmet need for local information.

He has expanded the number of his stories and has now found about 35% of his readers have transitioned to his subscriber service with increased content, although there is still a free option to become acquainted with his offerings.

He has found that often he will think there is something important that he should write about, only to find people are more interested in some very local story. He gave an example of thinking that reporting on the Purdue enrollment was the story of the day, only to find that a simple city meeting registered more interested when it was related to the opening of a second Mary Lou Donut shop! He described other local stories that have become much read stories and noted that he feels fortunate that his name recognition and reputation have allowed him to continue contacts with local leaders. He also noted that many of his leads actually come from readers and makes it important for him to read his emails and respond on a daily basis!

When asked about journalism as a career he replied that you should expect to need to look at lateral moves, but also expect small salaries. He mentioned that even as far back as 1989 the J&C was looking at what it was going to need to do to meet the changes in the newspaper industry and feels he is fortunate to be able to report on things of local interest which are not covered on the internet.

Dave concluded his remarks by encouraging all of us to check out his efforts by going to davebanger.substack.com.

UPCOMING PROGRAMS:

September 23rd ~ Les Huddle – Lafayette School Corporation update

September 30th ~ Jennifer Million – United Way Agency Evaluation Process

October 28th ~ District Governor Ray Kramp – District Governor visit

