

Rotary



Club of Southwest Eureka

Club Meeting

Southwest Eureka
Meets at Via Zoom
Teleconferencing
Members Contact Elan Firpo
elanfirpo@gmail.com

Time: Friday at 12:30 PM

Club Leaders



John Vandermolen
President



Elizabeth Ennis
President - Elect



Elan Firpo
Secretary



Vinson Champ
Treasurer



Cynthia Denbo
Public Relations
Chair



Mark McGowan
Rotary
Foundation Chair



Scott Pesch
Membership
Chair



Rick Roberts
Sergeant - at -
Arms



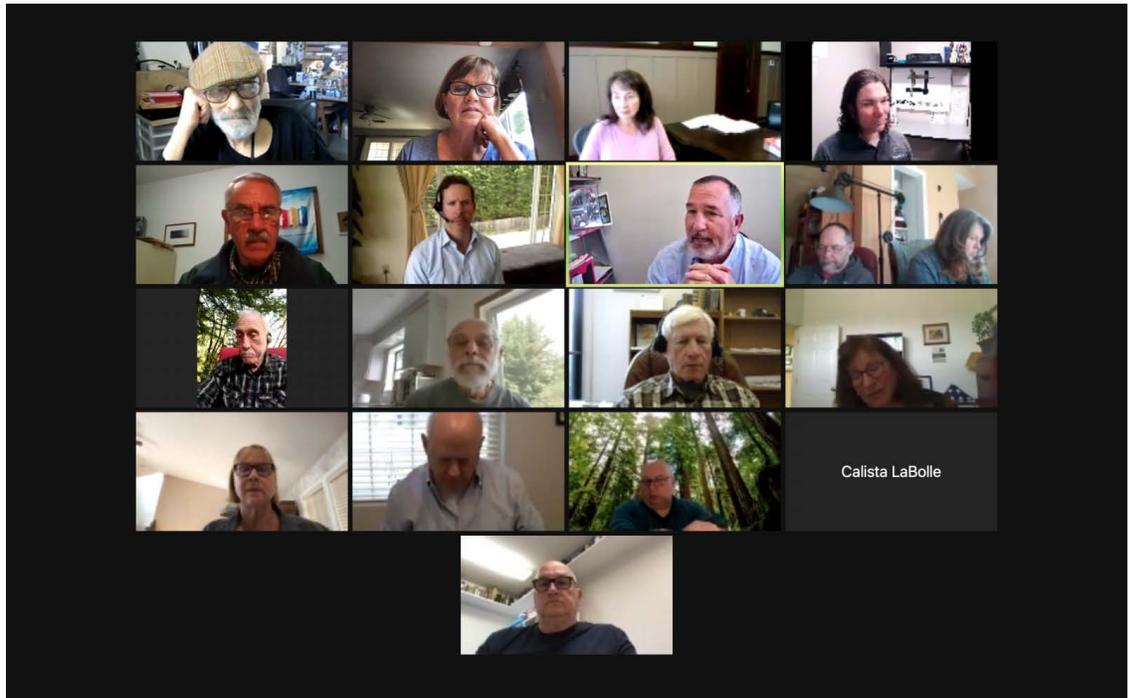
Haider Ajina
Lyme Tap Chair

Daniel Brown
Community
Service Chair

Rotary Club of Southwest Eureka Sou'wester April 2, 2021

By Liz Ennis
Photos by Mary Crumley

The first meeting of April kicked off at 12:35 after our ♦social time♦ on Zoom.





Nancy Kay
Club Service
Chair



Martin L. Lay
International
Service Chair



Meghann M
Broadstock
Vocational
Service Chair



Kenneth S
Singleton
iPast President



Mary L. Crumley
Assistant
Governor



Events / Speakers

No Events found

Birthdays

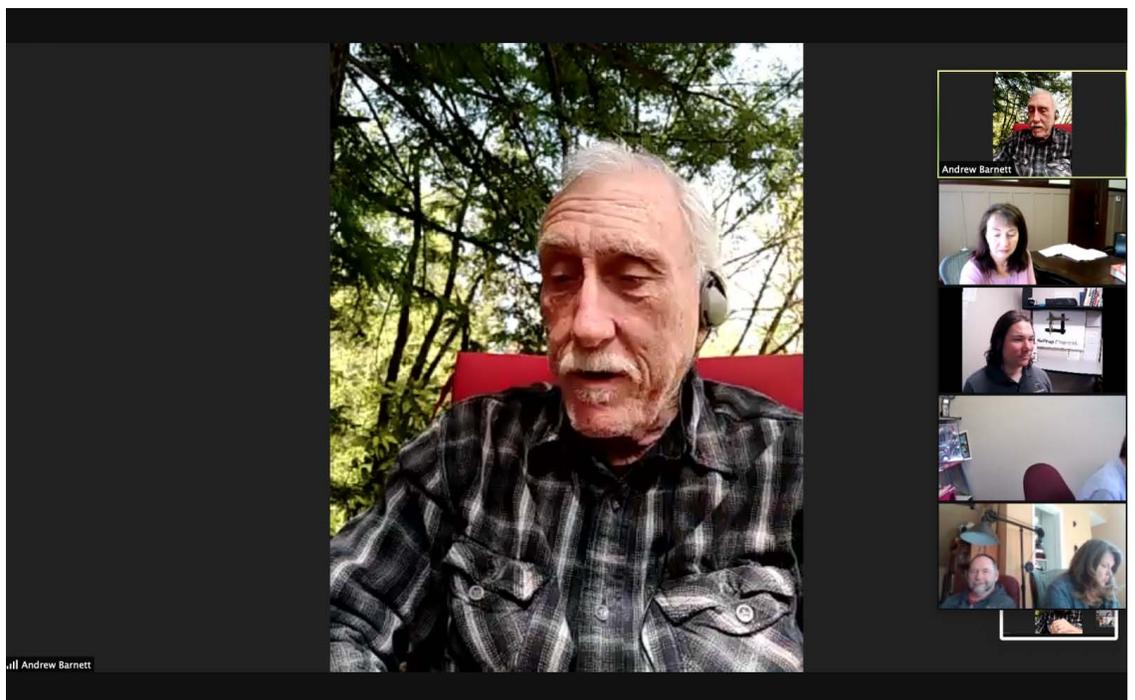
Meghann M Broadstock
April 15th
Troy D. Vizenor
April 27th
Marie Liscom
April 28th





Greeter and pledge: Cassandra Hesseltine on the hunt for her blue badge was a trooper while being in the midst of her multi-day recovery from her COVID vaccine. It will be worth it, Cassandra! After the pledge, her thought was framed around the Sufis' advice to think before we speak, and that we stand guard over the 3 gates of the mouth. (your bulletin writer looked it up to be sure.) Are these words true, are they necessary, are they kind? They advise us to speak only after our words have managed to issue through three gates.

Our speaker, John Richmond of the Times Standard, introduced his cohort Calista La Bolle, member of Arcata Noon Rotary.



The Rotary Minute was presented by Andrew Barnett, Past President of Garberville Rotary, and friend of past SW Rotarian and PP Jay Sooter. A member of ESRAG *Environmental Sustainability Rotarian Action Group*, Andrew told us about the worldwide planning for this new area of focus for Rotary International: the environment. This new focus will cut across many of our existing areas of focus and will be highlighted at District training on April 17. Andrew pointed out Lakeport Rotary environmental roundtable at District training facilitated by DG Designate Jennifer Strong. This new initiative can include pollinator projects, river clean ups, sea rise, and is a big opportunity to revitalize and expand the Rotary message to our youth. Rotary will take the love and care out into the world. Andrew will be our speaker April 23rd, just after Earth Day.

Announcements:



Back Packs for Kids: Mike Newman advised us of the April schedule. Big thanks to Elan Firpo, with Scott Pesch for picking up the goods at Food for People to be packed into bags the next day for the students we serve for the Feb/March timeframe, with big thanks to the packers over the last two months. And big thanks to Mike himself for coordinating and packing! For this last quarter of the school year we only need one member to help pack, and keep the bags in your car overnight to deliver to Lafayette School on Friday morning. But if you have some time to help, just show up to help.

Best of the Wurst fundraiser: Net 13K! WOW! We prepped and served over 400 drive-by dinners. Thanks to the advertising team Cindy, Marie, and Mary. And HUGE thanks to Haider for organizing the event, logistics coordinator extraordinaire...

Mary Crumley presented a photo program of pix from the Best of the Wurst, with silent polka music in our heads. Great to see everyone at work. Photo credits to Cindy Denbo.

Dictionaries: Meghann Broadstock delivered our traditional children's dictionaries to Grant School 4th graders this week, along with assistance from Ken Singleton. And thanks to Sid Noyes for acquiring and storing the dictionaries as he has for years. A Southwest Rotary Tradition that keeps on giving for our local school children.

Nursing Scholarship at CR: Meghann B and President John coordinated and will be participating in selection of candidates for our annual \$650 scholarships to 2 nursing students. This has been a BUSY week for Meghann!

Hybrid meetings: We are moving toward meeting in person in addition to ZOOM using the Elk's equipment and a bit of our own. There was a show of hands to see how many on the Zoom would be participating in person. Stay tuned.



What you don't know about me: Mary Crumley was up this week. Many of us know she was in department store/retail management. But she had earlier jobs, circa 1969 in her hometown of San Juan Batista, a small California mission town. She needed a job to fund her summer abroad. She found employment in the wine tasting room at Almaden Vineyards right on the Mission grounds for a staggering \$1.65 an hour, significantly above the \$1.30 minimum wage! Such a fun job and much easier and more lucrative than babysitting for the then 16-year-old. She even got to taste the wine! Fast forward to 1973, when she is married and a dept. manager at a store in Salinas. But her moonlight job was to be a night process server. OH MY. Her sheltered naive life was supplanted by her uncanny ability to serve the difficult presentations: misleading the unsuspecting with her sweet continence as she showed up to their doors. But one person was a business owner of an adult bookstore. Sweet Mary did not know what that was. Hubby was sitting in the car, and Mary entered, alone in her mini skirt, to find a graphic display appropriate to the enterprise. This would be a big payday for this difficult service, so she moved further into the shop and up the stairs. She prevaricated, making up a job search, got the target into her sights and wrested his identity from his unsuspecting mouth. She claims she still doesn't know what all that stuff was! Nancy Kay added that she also accompanied her then husband as a server when she was younger. Your writer sees some story sharing at an in-person lunch in the future of these two Rotarians.

Program:



John Richmond, publisher and general manager of the Times-Standard newspaper and timesstandard.com. John said speaking is his favorite part of this job. He claimed his presentation would be much tamer than Mary's.

John started at the Washington Post early in his 25 year career. He took over management of Lost Coast Communications on moving here to be nearer his family, was responsible for all the stations and the online presence Lost Coast Outpost. He returned to the newspaper world after 2 years. His talk was about the history of the 4th Estate. There are 4 pillars (estates) of society: 1st is nobility, landowners, elites, 1%; 2nd was clergy (now influencers); 3rd everyone else, the proletariat, the 99%; and the 4th, the press: pamphlets newspapers, broadcast, internet, the watchdogs of society. The 4th estate watches over the other 3.

Humboldt has a media rich community publishing back to 1854. The Standard and the Times came together in 1967. He shared front pages from 1914, 1945, with pictures starting in 1948. There were ads on the front page! In the 1990s the business model was disrupted by online/digital. The news was being given away, a big mistake. Add the online classifieds and things really went south for print newspaper revenue. The industry underestimated the online phenomena. Those in revenue generation questioned the approach of allowing the internet presence and management thought this internet thing would never take off. Today, the audience migrates more and more to digital. Younger readers aren't the same. They want curated news automatically sent to their Feed. They are into influencers and celebrities.

Challenge: readers changed, students don't learn basic civics, so in depth reporting goes over their heads. There is no understanding of the difference between Opinion and Journalism. The business model has changed. Much less money is made from digital advertising. 50% comes from remnant networks: Google network auctions garner the ad space by bidding, a race to the bottom for revenue. John feels media is not a commodity but is now priced as such. It is difficult for the media to differentiate.

The online sfgate.com has great content and tone. This is a model for good publishing content. It is a blog meets newspaper. John is encouraging press releases to show right away, followed up with in

depth reporting.

Headlines stating the obvious can be boring! They are trying to make them more about what it means to the reader. The advertising sales culture has changed. Reps now have to call 30 contacts a day to get one meeting., when all they used to do was answer the phone. Customer service and product offerings include, building websites and Google search optimization.

The organization is revitalizing relationships with Community stakeholders: City counsels, county supervisors, police, fire, Coast Guard, service clubs, Chamber, HS, HSU, hospitals. What happens if professional newspapers die? we lose Government oversight, political engagement, loss of competition in local government. Newspapers improve governing awareness of issues in local areas. Without controls on the powerful, they will try to control us, refuse to share information. We can help: be a good responsible citizen. Know the difference between Journalism and Opinion. He compared it to the scientific method vs. One sided (blog journalism)

Beware of reposted info from other sources.

Don't take real journalism for granted. Encourage local business to advertise, subscribe to the local paper, teach younger people about the consequences of lack of accountability of power. This should not be subsidized by the government. We don't want the state to watchdog.

Good news is more people are reading traditional print journalism than ever before in history. T-S is bigger than ever. It is coming from multiple sources. Even if you see it on your phone, you are probably getting the local source, T-S is still one of most trusted sources, with a strict code of conduct.

Meeting adjourned at 1:32. with more questions from the floor for John Richmond: loss of carrier, now it comes in the mail. Used to be delivered by young kids at 4am on a bike. Not today! and not every house gets a delivery. Delivery employees are more interested in Uber, Uber eats, etc. The post office delivery model has been disrupted by new rules from Washington.

We are caught in a tug-of-war between those who will pay for media and those who won't. And the cost of print is huge, like running a factory in addition to the news gathering function.

Signing off now. Have a safe and abundant week, SouthWesters!