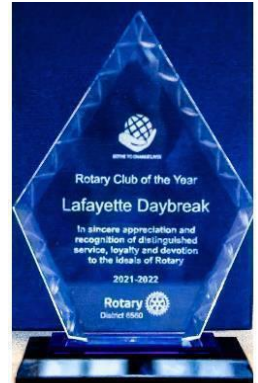
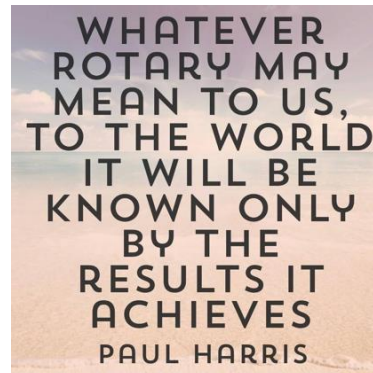




THE DAYBREAKER

September 5th, 2024



Today we had 19 in person attendees and 6 ZOOM attendees.

Service Opportunities:

John Polles needs help with supporting our efforts at LUM – please contact him if you are interested in helping with this important Rotary project.

GUESTS: David Teter – guest of Ed Lausch

VISITING ROTARIANS: None

INVOCATION: Bill Lapcheska

Program: Jim Stone – Q106

Jim was introduced by Cory Shively, noting that Jim had been born in Illinois and worked in the radio industry in a number of locations including Rockford, Illinois and now lives in Lafayette with his wife and has 2 children and 1 grandchild.

Jim then explained that he had started his career as a student at Illinois State University and then had training in broadcasting and began his radio career at a small rural radio station in Illinois. He had several other positions but when his employer in Rockford changed, he was not part of that transition. At that time, he was contacted by Jay Chapman who he had worked with previously and had a great deal of respect for. Jay told him that he wanted to start a new radio station but would only do it if Jim was involved. Thus in 2017 they began to build Q106 in the Lafayette area. They signed on the air in 2018 with an adult contemporary format, but with a real emphasis on community involvement.



The first hurdle was how to advertise the new station. It would not work on other radio stations and the TV stations locally were either owned by radio stations or too expensive to use. Thus, they felt that word of mouth would be the best alternative. Jim always liked sales and networking and they began to search out local events to be able to bring these to people in the area. Their start was quite slow but was steady through 2018 and 2019 and by March of 2020 they felt they were really starting to become successful. Then COVID hit and everything stopped as businesses who weren't

open didn't want to advertise, and events were shut down. He decided to offer free advertising to businesses and interview people locally. They also learned of virtual concerts and began to broadcast these and had a story time for children each evening @ 8:30 to provide some structure.

They ground their way through 2020 and in 2021 Jim's brother came on board to help sell advertising. A breakthrough came through when they were approached to do digital advertising to reach 10 US senators throughout the nation to vote for the Bi-Partisan Infrastructure Bill. With this they became known and had another source of income.

Locally Jim continues to want to spread information about Q106 by working in the community. He will be the MC at the Mocktail event and tries to work with all kinds of community groups to further their efforts. With this he hopes to provide local advertising and community information to Greater Lafayette and the nearby communities. He also has hired local people or people with a local connection to work at the station, including Gina Quatrocci. He also tries to have interviews with community leaders including Q Cares, a 20-minute interview on Sunday mornings.

Trivia Question for the week: Which state hosted the first Olympics in the United States?

The answer to last week's trivia question: Who was the first President to appear on a coin?

Since the nation's founding, U.S. currency has featured images and symbols linked to the [concept of liberty](#), such as eagles or winged figures of victory. That changed in 1909 when the U.S. Mint redesigned the 1-cent coin to commemorate the centennial of Lincoln's 1809 birth. The new coin,



the [first circulating one to honor a real person](#), featured a portrait of Lincoln by sculptor Victor David Brenner. The artist's 1907 plaque of Lincoln reportedly caught the attention of then-President Theodore Roosevelt, who lobbied for its use on the new Lincoln penny, which was released in August 1909. Lincoln remained the

only President honored on a coin for more than two decades until a redesigned quarter was released in 1932 to mark the bicentennial of the birth of America's first President, George Washington.

Credit: [H. Armstrong Roberts/ClassicStock/](#) Archive Photos via Getty Images

Thought of the Week: You're going to get up every morning with determination if you're going to go to bed with satisfaction.

— *George Lorimer*

UPCOMING PROGRAMS:

September 12 – Raquel Lopez – Civic Theatre of Greater Lafayette

September 19 – Bob Anderson – Habitat for Humanity

September 26 – Lafayette Symphony Orchestra

October 3 – Toast Presentation

October 10 – Matt Melody – United Way

October 17 – Tour of the new Humane Society

October 31 – Dave Anders – The Rotary Foundation