



The Sower

Official Publication of
Lincoln South Rotary

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WEEK OF JANUARY 6, 2012

PRESIDENT'S CORNER

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Greetings Rotarians!

I hope this message find you all happy, healthy, and excited to start a new year. I will say for my part that I had a nice holiday with my family and hope you can all say the same. I am excited about some of the things we have coming up in our club this winter/spring. We have a new member orientation on Monday, January 9. I would like to thank Jessica Kolterman, our membership chair, for her work in getting this organized. We also have two club assemblies scheduled, one for January and one for March.

I look forward to getting some feedback from club members on what we are doing well as a club and where we can improve. We also have the Salute to Business coming up this spring, which is a city-wide event organized by the four Lincoln clubs. I would like to thank Joe Roberts for his work on this project as our club's representative. We will also have our scholarship contest to look forward to this spring, as well as District Conference. I know Jenny Cardwell, our speakers chair, has lined up some fabulous speakers for us this spring to top things off. As you can see, we have a lot of exciting events to get 2012 started off right!

Elise M. W. White
President of Lincoln South Rotary

CLUB SERVICE TEAM ON DUTY

Brad Carter
Jessica Kolterman
Phil Maddern
Bernie Heier
Joe Roberts



HAPPY DOLLARS (For Literacy)

Clay Ehlers, Bernie Poppe, Short Heinrichs, Phil Maddern, Gene Swinton, Tom Cardwell, Lucy Buntain Comine, Bruce Remington, Cheryl Brandenburgh, Dick Wampler and Bob Vrana.



Reach Within to Embrace Humanity

Future LSR Programs

- 1/13/12 Deb Shoemaker "Peoples Health Center"
- 1/20/12 Jeff Richner, Park Archeology Program Manager- "People of the Thick Fir Woods/ Voyaguers Natl Park Minn."
- 1/27/12 Paul Harris Drawing & Club Assembly
- 2/3/12 Dr. Sam Nelson- UNL Entrepreneurship Center
- 2/10/12 Terry Uland—"New Initiatives of the Downtown Lincoln Association"
- 2/17/12 Tom Morrison- Superintendent Branched Oak Rec Area- "Branched Oak Lake-Recreation for all Today and Tomorrow"
- 2/24/12 Adam White- Entrepreneur Performer "Compelling Communication"
- 3/23/12 Club Assembly
- 3/30/12 NO MEETING- (Annual Rotary Salute to Business on 3/27 will count as regular meeting)

Events & Projects

- 1/17/12 Club 14 Annual Nebraskan of the Year Luncheon at Embassy Suites.
- 3/27/12 Annual Salute to Business at the Cornhusker Marriott.

Notes & Announcements

Nut Sales—Brad Carter reported that the nut sales are almost done and that we are on track to make a profit.

Nebraskan of the Year—Harold Anderson of Omaha will be honored on 1/17/12 as Nebraskan of the Year. The luncheon will be held on 1/17/12 at the Embassy Suites. Tickets are \$25 per person. See Joe Roberts for tickets.

Foundation Drive The annual Dr. George Lytton Memorial Challenge 2011-12 RI Foundation Fund Drive is in full swing. The drive will run for the months of December and January with the goal of 100% participation at \$120 per member. Contributions can be made in a lump sum or using pre-authorized monthly bank withdrawals or credit card payments. The drive will conclude on January 27, 2012 with a drawing where the winner will receive an immediate Paul Harris fellow. Members must have contributed \$300 to be eligible for the drawing.

Dictionary Project—Clay read a thank you note from some of the students who received the dictionaries.

Visiting Rotarians and Guests

Rotarians— Kim and Bruce Remington, Helen and Jerry Selentine, Lucy Buntain Comine, Don Kucera & Scott Richardson all from Club 14 and Rod Bates from Club 14 and our speaker.

Lincoln South Rotary Clubrunner Links:

Meeting & speaker information:

<http://www.clubrunner.ca/CPrG/Home/speakers.asp?cid=6040>

Calendar of Events:

<http://www.clubrunner.ca/CPrG/Home/events.asp?cid=6040>

January Birthdays

Lance Odom
Roger Vicroy
Don Anderson
Jenny Cardwell
John Woodrich



Reach Within to Embrace Humanity

PROGRAM

2011-2012 Club Goals

1. *Attain & Maintain 55 total members.*
2. *Increase number of female members & young professionals.*
3. *Hold periodic club assemblies.*
4. *Incorporate "New Generations" into current club service projects.*
5. *Maintain 100% sustaining membership in the Rotary Foundation.*
6. *Have a rewarding, unforgettable year!*

Rod Bates, General Manager of NET was our speaker. Rod spoke to the club about "Public Mission, Public Funding, and Public Support - The Issues Ahead". He shared NET's mission and vision statements and discussed their core values, among them:

Service to Others
Invite, honor, and respond to all ideas
Provide high quality content and services

The goal of NET is not merely entertain, but to prompt action. NET is set up, in partnership with the University and also as its own TV station. There are two foundations that support NET - one for television and one for radio. They have raised \$25 million over the past 5 years.

They have a variety of challenges facing them including the U.S. Deficit, Look-alike channels (History, Learning Channel, National Geographic Channel, A&E) and accusations of a liberal bias in their reporting.

He responded to each challenge as follows:

—If you look at the U.S. Deficit, the amount of money going towards public television is so

minute, that it is not really enough to even be noticed, were they to cut the funding.

— If you look at the channels that are mentioned as look-alike channels, you will find that their programming content is not like NET's content at all - much of it is reality television that is sensationalized. In comparison, NET offers programs such as: Ken Burns, NOVA, Nature, Sesame Street, News Hour, Great Performances, American Experience, American Masters, and Statewide programs on special topics.

— If you look at the news today - there is not a single entity that disseminates news that does not have some type of bias.

While he maintained that most of the perception problems were with national level shows, he also indicated that they work very hard as a staff to make sure there is no bias in their reporting. He indicated that all their programs are rated high in public trust and also that they are used as educational tools.



**QUESTIONS?
COMMENTS?
ARTICLES?**

**Contact Newsletter
Editor**

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PLACES TO MAKE UP

Tuesday morning—Sunrise Rotary at International House of Pancakes at 4501 North 27th (27th and Superior Ave.) at 7:00 AM

Tuesday Noon— Lincoln #14-Nebraska Club at 13th & M.

Wednesday 11:45 a.m.—Lincoln East at Valentinos at 70th & Van Dorn



Rotary is on the Web!

Rotary International— www.rotary.org
District 5650—www.rotarydistrict5650.org
Lincoln South Rotary—

<http://www.clubrunner.ca/CPrg/Home/homeS.asp?cid=6040>