

The Windjammer

News from the Rotary Club of Portland, Maine

Tue Oct 21, 2014

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*Editor David Smith
If you have any comments or questions,
please contact the editor.*

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[Kris Rosado](#)

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[Bowen Depke](#)

Second Vice President

[Laura Young](#)

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[Scott Blakeslee](#)

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[Loretta Rowe](#)

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[Mike Fortunato](#)

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Director-Term End 2015

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Posted by David Smith on Oct 19, 2014



FRIDAY, OCTOBER 24, 2014

WE ARE MEETING AT

THE HOLIDAY INN BY-THE-BAY

[*10/24/14 WHAT DOES ROTARY MEAN??](#)

Posted by Peter Goffin on Oct 20, 2014

This week's meeting will be fun and interesting!

We are dusting off a well-used idea that many members have asked for. It is, for lack of a better description, a combination of a classification talk, a "who are you?," "why are you here?," and "what makes you interesting" discussion. You will hear from 4 members: one member, who is probably the only NY Mets fan in the club; another grew up living above an old fashioned 5&10 that was recently highlighted by Frommers (this person has also lived in 17 different places since leaving home); a third member collects fine wine and art, dresses in a suit by weekday and flannel by weekend; and last, but not least, we have a member who, with his wife, looked at a map of the world and asked themselves, "where in the world do we want to live." This will be a meeting that will get us to know each other a little bit more.

Emceed by Past President Peter Goffin.

[10/17/14 Newspapers in the Age of the Internet](#)

Posted by Richard Hall on Oct 19, 2014

It's daunting to report on a "Journalist of the Year," as was the case with our speaker on Friday, Seth Koenig, Portland Bureau Chief of the Bangor Daily News. He described the following changes in the newspaper industry: print ads have dropped 55% in the last 8 years; online ads have been steadily increasing, but not yet enough; staffs are continuing to decline; and newspapers are being forced to change to survive.

Based on Pew Research, 63% of adults watch videos online and 50% of all adults watch news videos online; people use Facebook or Google to link into the news, compared to any other drivers. Printed newspaper companies need to take notice of this fact. For websites in general, not just newspapers, 1/4 of the website referrals are from Facebook. 5-7 % come from Pinterest, 2-3% from Twitter.

Facebook news viewers are not loyal. They spend only 1 min. 40 sec. on the

| |
|---|
| Director-Term End 2015 Steve Stromsky |
| Director-Term End 2016 Mac Collins |
| Director-Term End 2016 Julie L'Heureux |
| Community Service Chair Steve Stromsky |
| International Service Chair John Curran |
| Youth Service Chair Laura Young |
| Rotary Foundation Amy Chipman |
| Administrative Coordinator Elise Hodgkin |
| Club Protection Officer Kath Grammer |
| Communications-Bulletin Ed David Smith |
| Communications-PR (Ext) Tom Talbott |
| Web Administrator Erik Jorgensen |

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site per visit, look at only 4.2 pages per month, and have little likelihood to return. Direct-viewer visits to the newspaper websites spend 4.5 min. on the site per visit, look at 24.8 pages per month, and visit the website 11 times per month.

Printed newspapers must figure out how to get a share with all the competition out there. Nobody wants to read good news. The top stories are horrible tragedies, controversy, and scandal. These stories always rise to the top of the website, as the stories most visited/read are moved to the top on the site.

The challenge is to cut through the clutter of all that is out there. Once a reader's attention is caught, the newspaper needs to keep them there with something thoughtful. News first attracts the quick side and then offers the deep side. Breaking news brings people in, and then they stay for the long form of the stories.

Advertising is also very different now. The ad executives talk to potential clients about what they think a successful advertising experience means. The Bangor Daily News (BDN) needs to work with partners such as Facebook, other social media, and targeted audiences.

There are 13-million page views per month at BDN, 50% from Portland.....61% from desktops and laptops, and 39% from mobile devices. Newspapers cover less crime and politics than other news sources and cover more health, more education, more foreign affairs, more business, and more world affairs. Seth told us there are lots more issues to talk about. He then rolled into questions to find out what we were interested in.

Does the comment section influence planning for follow-up stories?

Each newspapers handles comments differently. Lewiston uses real names of the people making comments, BDN allows anonymous postings and the Portland Press Herald requires commenters to post via Facebook. Comments do not sway the story line and are generally posted by repeat viewers. Sometimes it affects whether a reporter actually goes to an event for a follow-up story.

If a story is not a typical Facebook story, how does it get viewers? BDN puts up some stories, which may not be particularly interesting as a stand-alone story, but if it is linked to businesses that might be impacted, positively or negatively, readers get interested.

Is the printing of newspapers dead? Not yet, but it may be on life support. Revenue projections keep decreasing and most news organizations are looking for ways to survive if print finally dies. Many web-only news sources are doing pretty well. When advertising drops below printing costs, printing will probably go away.

Is there a dumbing down of news and video? No, there are more choices and more sources. Media organizations know what brings people to their newspapers and websites. A lot of dumb things bring traffic. Teasers are everywhere and are considered the red-light district of news. Once the sites have you, they feed you the meat and vegetables. Getting someone to go to the next layer is what true journalism means.

Do we still have a three-way race for governor? According to the polls - no.

Who owns the BDN paper? Richard Warren owns the paper and his family has owned it for years.

Are sports important? 80% of print readers go to sports first. They are more likely to pick up a print edition.



Photo: Speaker Seth Koenig, PP Peter Goffin and 1st VP Bowen Depke

10/17/14 BITS & PIECES

Posted by Carl Spang on Oct 20, 2014

First Vice President Bowen Depke called the meeting to order and asked **Dave Small** to offer the invocation. **Tom Ranello** led us in the Pledge to the flag and **Russ Burleigh** led us in our patriotic song, as well as performing on the piano.

Lester Evans conducted this week's raffle, requesting that our speaker draw the name from the pot. **Eric Greven** tried his best, but he did not find the Queen of Hearts.

Bowen announced that \$60k was collected for the Good Shepherd Food Bank through Rotary efforts; then announced that a Senior Day Center was established in Falmouth, helped in part by Rotary donations through a grant to the Southern Maine Area on Aging.



Mike Fortunato asked if any member had a pool table they could donate to the Long Creek Youth Center, as the pool table in residence is beyond rescue. The pool table at long Creek provides a place for kids and mentors to talk in a relaxed environment, so it is more about connecting than playing pool. A simple need that has significant benefits. Please help if you can.



Harold Crabill reminded us that the upcoming District Membership and Foundation seminar will take place this Wednesday, 10/22 at the Fireside Inn, Westbrook. There will be some excellent information on how to increase our membership numbers, as well as the Foundation goals. There is a registration fee, but the Club will pay for the cost, if you can and want to attend. Please contact **Loretta** ASAP, as the **registrations close at 5:00 p.m. on Tuesday 10/21.**

IMPORTANT UPDATE

Posted by Loretta Rowe on Oct 20, 2014

It is important that all members are aware of President Kris Rosado's new workplace/contact information, which has changed to the following:

Morgan Stanley Wealth Management, 100 Middle St., Portland, ME 04101
771-0843 (w) 771-0870 (f) kris.rosado@morganstanley.com

RYLA - Volunteers Needed

Posted by William Ross on Oct 19, 2014

Our club will be hosting a work day to support Rotary Youth Leadership Awards (RYLA) this month. This is a volunteer event that will be to prepare the sites for the new challenge course elements at Camp Hinds in Raymond, ME. There is a signup page online for volunteers at: www.SignUpGenius.com/go/10C0E49AEA62CAAF94-fall

The event will be Sunday, October 26th at Camp Hinds from 9:00 to 5:00 (or any time in between).

We need landscaping help and food donations/preparation. If you'd like to help, but don't think heavy lifting is for you, we need people to supply/serve pizza, snacks, refreshments, etc. for our volunteers.

If you can't make this event, don't worry. We will be having at least two more in the Spring. This one is geared toward getting the site ready for construction.

If you have any questions, feel free to reach out to Bill Ross at: (207) 351-5294 or by email: william.ross@td.com

10/24/14 THIS WEEK'S DUTY ASSIGNMENTS

Posted by Loretta Rowe on Oct 19, 2014



Invoker: Tom Nickerson
Program/Speaker Reporter: Alan Nye
Bits & Pieces Reporter: Janelle LoSciuto
Registration: Steve Ditmer
Meal Ticket Sales: Alex St. Hilaire
Greeter: Jake Bourdeau
Raffle: David Clough
Music - Song Leader: None-Happy Dollars
Piano Player: Kathy Grammer
Sgt-at-Arms - Early: Howie Herodes
Sgt-at-Arms - Late: Peter Noyes

2014 ON-THE-ROAD LOCATIONS FOR PORTLAND ROTARY MEETINGS

Posted by Loretta Rowe on Oct 19, 2014

Rotary year....2014-15.

If you would like to mark your calendars for where our meetings will be held, we are at the following locations through the end of the year:

Oct 24 - Holiday Inn By-the-Bay
Oct 31 - The Clarion

Nov 7 - The Clarion
Nov 14 - Holiday Inn By-the-Bay
Nov 21 - Holiday Inn By-the-Bay



Nov 28 - NO MEETING - Happy Thanksgiving!

Dec 5 - Holiday Inn By-the-Bay

Dec 12 - Holiday Inn By-the-Bay

Dec 19 - Holiday Inn By-the-Bay

Dec 26 - NO MEETING - Happy Holidays

Dates that are in **bold** are scheduled Board of Directors' meeting days.

Any questions, please contact Loretta
at: lrowe@maine.rr.com



[Board of Directors Meeting Minutes](#)

Posted by Loretta Rowe on Oct 19, 2014

The meeting minutes of the Portland Rotary Club's Board of Directors are posted on our website the month following their approval. From the "Home Page," click on the "Board Meeting Minutes" in the listing at the left.

[FROM THE WORLD OF TENNIS \(updated 10/21/14\)](#)

Posted by William Blount on Oct 21, 2014

THE ROTARY DOUBLES TENNIS LEAGUE - Fall 2014 (updated 10/21/14)

The matches are tightening up. After Week 6, Dave Seddon's team has now tied Jim Barns and company. Just three points separate the first from the last place teams. See you on the courts!

| TEAM 1 | TEAM 2 | TEAM 3 | TEAM 4 | TEAM 5 | TEAM 6 |
|-----------|-------------|-----------|------------|------------|-------------|
| J Barns | S Blakeslee | B Lowry | J Bourdeau | L Gross | D Seddon |
| D Hall | F Thompson | J Young | B Blount | K Ray | P Noyes |
| A Chipman | T Nickerson | B Moore | H Herodes | C Bowker | D Putnam |
| J Carr | L Young | K Grammer | H Sawyer | R Burleigh | E Jorgensen |
| 9 | 7 | 6 | 7 | 7 | 9 |

[Missed a Program? Catch it on CTN Cable TV!](#)

Posted by David Smith on Oct 19, 2014



You can watch our recent Portland Rotary Club speakers on the Community Television Network website:

<http://ctn5.org/shows/rotary-club-speakers-series>