NorthStarMastFinal

November 7, 2013

Editors: Tammy Broderick and

Char Luttrell

Meeting Thursdays

at Noon at the

Holiday Inn

Near the University of Michigan

Service Above Self

RCAAN Board

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Tamra Ward

*Director,*

*Service Projects:* Manish Mehta

*Director,*

*Membership:*

Bryan Schindel

Fall Chore Day Projects

President-Elect John Arenz announced that Fall Chore Day is changing, because of changes at Neighborhood Senior Services. There are still opportunities to help the elderly with odd jobs and with a door and window project, just no leaf raking, as in the past. Contact John if you would like to volunteer.

Visiting Rotarians and Guests

Laura Van Steenis welcomed the following Rotarians: John Hammond, Lake Shore; John Rasmussen, Downtown Ann Arbor; ADG Jane McManus, our own Peg Windsor and our speaker, Geoff Larcom, a former member of the downtown club as well.

Michigan International Festival Needs Your Help

Sophia Franciscus circulated a sign-up sheet for volunteers for the Ann Arbor Rotary West fundraiser, the Michigan International Festival, set for November 23 at Saline High School. Our club is a Gold Sponsor for the event and our Tamra Ward is helping with the silent auction. Tickets are $15/person, or $50 for a family four-pack. The first 15 people who purchase a ticket will be upgraded to a VIP ticket, which includes the food tastings.

Rotary Songs and Traditions

Bryan Schindel offered our invocation; Bob Greenough led the Rotary 4-Way Test and we sang the Canadian and U.S. national anthems.

B.A.B.E.S.

Jeff Crause blasted Bryan Schindel’s wedding anniversary and Don Broderick’s spouse’s birthday – that would be Tammy!

50/50

Tammy Broderick sold the winning ticket to Phil Zepeda (again)!

Katie Copeland Is Home

Laura Van Steenis reported that Katie Copeland is doing well following her chemotherapy treatment for leukemia. Laura said Katie and Matt thanked everybody for their prayers and thoughts. Katie will receive more chemo treatments next week.

Engage Rotary, Change Lives

Phil Zepeda shared a little bit about the late Ron Smenge, a member of our club who helped start Rotary clubs in Chelsea and Briarwood. Phil said the original Rotary songbook our club used to use was compiled by Ron.

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Happy Dollars

Manish Mehta and Don Broderick – both happy to see Peggy back at Rotary. Manish spoke about Project Dignity to the Davisburg Rotary Club this week. Don saw a large Rotary logo on a truck on the highway during his travels. Vern Hutton’s granddaughter’s field hockey team at Skyline High School won the state championship!

Geoff Larcom:

The Changing Media Landscape

Phil Zepeda introduced our speaker, Geoff Larcom, former sports editor of The Ann Arbor News and current executive director of media relations at Eastern Michigan University.

Geoff contrasted the days of newspapers and the 24-hour news cycle with today’s “four-minute” news cycle. He talked about the pros and cons of the old and the new way of getting and sharing news.

In the old days, a lapse in temper by Bo Schembechler was glossed over by the media when the new U-M football coach took offense at a young reporter’s question and grabbed him by the collar, threatening to throw him out of the press conference and Michigan football games. Today, with smart phones catching every move, an incident like that would probably end Bo’s career at Michigan, before it even got started.

In the newspaper era, The Ann Arbor News was able to do many in-depth series of articles, such as a series on the value of the Huron River to our community. Now, nothing like that is possible.

On the other hand, with today’s technology, we do not have to wait for the newspaper to come out the next day in order to get the news in-depth. Geoff said the coverage of the Dexter tornado was an excellent example of the way that today’s media can report the news, with tornado victims uploading their own videos to a website and with instant status reports on the safety of loved ones through social media.

In the pre-internet days “we used to have five lighthouses guarding the harbor,” he said.

“Now we have 1,000 candles” with bloggers everywhere.

At Eastern, Geoff is responsible for:

1. Sharing the news of good things the university and its faculty and staff are doing
2. Managing media crises, such as the killing of an EMU student, and what EMU is doing to improve safety on campus
3. Communicating with EMU students via email to keep them aware of what they need to know.

Geoff said both public relations and journalism require good writing and good thinking and both fields are fast-paced. The difference for him is that he now has many people who must sign off on what he writes, whereas, at The Ann Arbor News, it was Geoff, his editor and his readers.

Geoff spends a good deal of his time coaching EMU colleagues on how to speak to the media. He tells them to keep repeating their three key messages, give your answers, then shut up and “let silence be your ally.” He said reporters are always hoping interviewees will ramble on and say something “off message.”

Upcoming Programs

Nov 14 RI Foundation

Gail Scott

Nov 21 Solar Energy Research

Rachel Goldman

Nov 28 THANKSGIVING

No Meeting

Dec 5 EMU Women’s Soccer

Michael Miller

Dec 12 Trinity Health Breast Care

Janet Burns