

Arden Arcade

Chartered, February 23, 1955

August 18, 2015

Volume 1, Issue 7

Pledge by Dan Hubiak
Invocation By Tim Cahill

Guests: Ben Fox was introduced by Ray Ward the District Membership Chair; Patt introduced Lilly Tonkin and Steve Rooney. And our speaker is Cheryl Dell.

Prez Steve has come to realize that the anniversaries really are wedding anniversaries and Carroll and Karen Cook are celebrating today and he also announced Brian Weise and Dan McCallum are celebrating birthdays this week. We say Happy Birthday to Dan.

Dan McCallum became a Bell Ringer and announced he has survived 4 open heart surgeries as well as some other procedures and has just gotten out of the hospital yet again. Stay healthy, Dan.

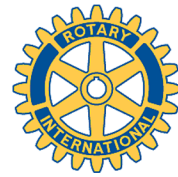
Bill Hambrick also became a Bell Ringer because he has had a good running year despite injuries and just completed his 73rd marathon with his 33 year old daughter, Dana.

Bill also announced sign ups for Joel's Demotion on Friday, August 28th—a 4pm Pub Crawl (optional) and then Dinner and Roast on the Delta King in Old Sacramento. Cost is \$40 per person. Bill needs your food choice ASAP. Gary is going to be the MC.

Paula reported that last Friday at El Camino, she attended the Club Rush to introduce Rotary to the campus. She was able to make a connection with a teacher who could become the advisor (and was a former Rotary Exchange Student.) Paula is optimistic that they will be able to start an Interact Club in the Spring.

Prez Steve gave a warning that fines will be levied from now on if you are not wearing a Rotary pin and name badge.

Patt and Gary told jokes and *surprise*, Patt won the raffle tickets!!



**ROTARY CLUB OF
ARDEN ARCADE**

Arden Arcade 2015-2016



Steve Turner,
Club President

Paul King, Vice President, President Elect

Stuart Nelson, Secretary

Christine Hock, Treasurer

Tom Goode, Controller

Past President, Joel Archer

Joe Green, Membership

Matt Ross, Public Relations

Jeri Petersen, Arden Arcade Foundation

Matt Ross, RI Foundation

Cathy Skeen, Club Events

Tim Martin, Community Service

Mike Caplan, International Service

Al Cady, Sergeant at Arms

Paul King, Rotary House,

Paula James, Youth Programs

Patt McCormick, Newsletter Editor

Attendance: Jed Van Wagner

(916) 435-1754

jsjhm@gmail.com

RAFFLE

1st Pot \$265—Matt Ross won \$5 but did not pull the Ace!

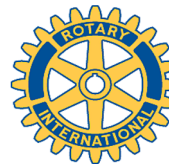
2nd Pot- \$489 – Dan Hubiak won \$5 but did not pull the Ace!

Mystery Bus Tour

September 1, 11:30am to 5 pm
(2255 Watt Ave)

Come out for surprise fun, food, (and in all likelihood) drinks!

RSVP to Rob Ford 486-2900
rford@amesgrenz.com



ROTARY CLUB OF
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Prez Steve introduced Cheryl Dell, Publisher of the *Sacramento Bee*. Cheryl has been publisher since 2008. The *Bee* has been in existence for 158 years. The *Bee* has a readership of 5 million with both hard copy and internet users. Cheryl has 30 years experience in California News publication. She is also a member of the Sacramento Rotary Club.

The *Bee* began publishing on February 1, 1907. Adjusted for inflation, the subscription rate was \$7 a week. At that same rate, we would pay \$150 a week now.

Today the *Bee* is a whole new operation. They not only have print news, they have digital content, on-line services, mobile services with breaking news, repeated updates, and a conservative use of push notifications. They also provide content for tablets more like a news magazine where they try to tell a more complete story and have high quality pictures. You can download their app from iTunes or google play. In addition to these, they publish newsletters on a myriad of topics: breaking news, travel, food, etc.

The *Bee* also runs a commercial printing company producing 5 daily newspapers each night. The presses run 8-10 hours a day. They are also a delivery service delivering the *USA Today*, *Wall Street Journal*, *LA Times*, *SF Chronicle*, *NY Times*, *Financial Times* and more. Even with these endeavors, the *Bee* is primarily a journalism company. They run these other enterprises to make sure journalism continues to be funded.

They want the *Bee* to be your first source for news. Currently they are ahead with 43.3%, followed by KCRA at 35.6, then KVOR at 22.5% and KFBK at 16.5%. The online numbers are very similar but a little closer together. Cheryl says the *Bee* intends to remain the strongest media in the Sacramento Area. When the *Bee* began publishing, there were 30 newspapers in Sacramento.

To remain the strongest, Cheryl says they follow 4 Tenants:

1. Create connections
2. Watch the powerful
3. Make it interesting
4. Save time & money

Creating connections mean they want to publish the top stories in California. They cover weather, theater reviews and schools news to make it relevant to everyone.

Watching the powerful means following people important to California like the Governor. It also means holding them accountable.

Making it interesting means following the top stories and keeping on top of them. Things like the vaccine debate, Planned Parenthood, etc. Being interesting is in the eye of the beholder. Sometimes going back 90 days and finding stories and doing more in-depth research on them is a good way to keep them interesting.

Saving time and money is things like the \$250 worth of coupons in an average Sunday edition.

If you are reading the *Bee* in print, you are not alone. Sometimes people think they have to hide the fact that they still read it, but you are among millions of readers who do. They even have a large readership in LA and San Francisco. Mostly because of the Capital new and 49er news.

Cheryl was asked how she stabilizes the political bias. She says articles are read by a number of people with different views to help remove any bias. She wants you to email her directly if you see something printed with bias. She says the best outcome is to publish 2 articles with different opinions and show both sides. If she finds she cannot defend an article, the article is not run. Sometimes bias is not political, it can be issue based. She explained that they cannot cover every bit of community news while trying to report on national, international and statewide news every day. Their new publication *Sacramento Connects* is trying to bridge that gap.

Thank you, Cheryl, for an informative presentation.



Ben Fox & Ray Ward



Lilly Tonkin & Tom Griffin



Steve Rooney



ROTARY CLUB OF
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Dan McCallum



Bill Hambrick



Prez Steve



Tom Griffin & Christine Hock



Paula James



Lunch bunch!



Patt trying to tell a joke!



Gary Johnson



Cheryl Dell, our speaker



Matt Ross NOT Winning!



Dan Hubiak NOT Winning!



Upcoming Programs:
August 25th—Sherriff's Department Canine Detail