



Award Winning

Malibu Rotary Club Surfwriter

March 30, 2011

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Christopher Bauman

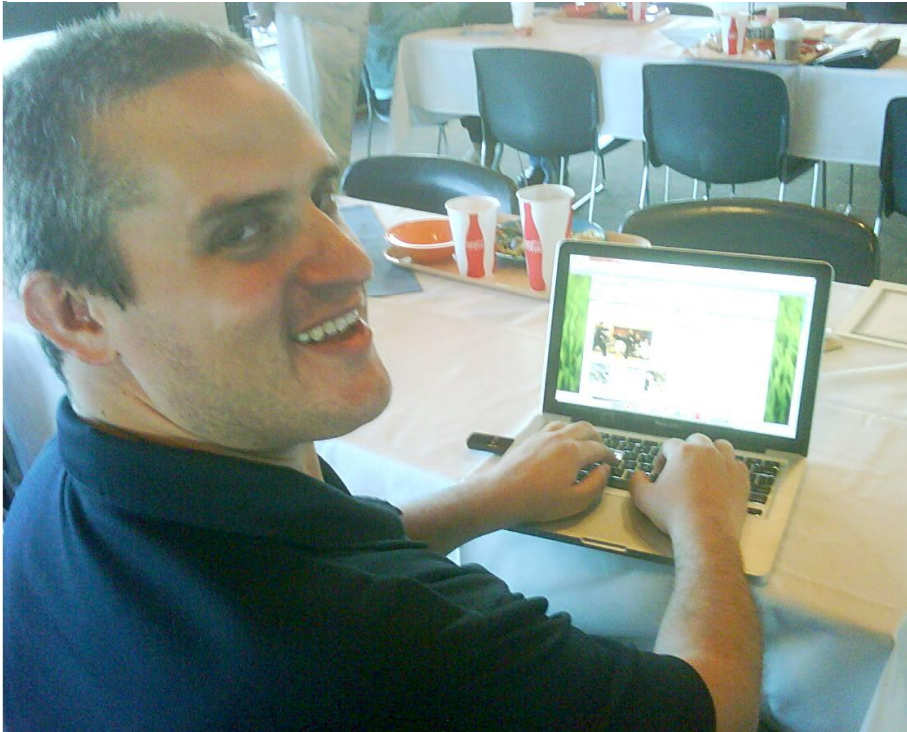
Edited by Dr. John W. Elman
Pictures by Dr John W. Elman

In This Issue (click underlined topics for web link when connected to the Internet)

- Last week **Jonathan Friedman** talks about the newest way to get local up-to-the-minute news with malibu.patch.com
 - Next regular Malibu Rotary Club Meeting will be Wednesday, April 6th at 7:30 a.m in the Pepperdine University Fireside Room. It will be a club assembly led by President-Elect Kevin Boling.
- Other News and Guests from Last Malibu Rotary Club Meeting
- Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund
- Malibu Rotary Club Supports BioSand Filters in Ecuador
- Check Calendar on Malibu Rotary website MalibuRotary.org
- Malibu Rotary Club Website: www.MalibuRotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280la.org

- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- [RI President \(2010-2011\)](#) Ray Klinginsmith
- Rotary District 5280 Governor (2010-20 11): Doug Baker

**Jonathan Friedman talks about
the newest way to get local up-to-the-minute news with
malibu.patch.com**



When Jonathan Friedman worked 8 years as the main news writer for the Malibu Times his official work address was a physical one, at the Malibu Times office on Las Flores Canyon in Malibu. Although he was usually all around town covering stories there was a physical address. Now he has a virtual work address on the web at

www.malibu.patch.com, and as you see him pictured at his Macbook typing away, he might physically be anywhere, as he was today in the Fireside Room at Pepperdine University, explaining to members and guests at the Malibu Rotary Club meeting why printed papers are dead, and the real news is live, virtual, and instantaneous, either on TV or Internet. Even when he was at the Malibu Times we heard him speak, and he already had brought that newspaper into the 21st century with news alerts delivered to subscribers e-mail inboxes. Even before he was offered the job of editing the Malibu version of the AOL-Huffington patch.com network of online news sources he was already doing it.

He said, “I am 32 years old and people my age and younger do not look at printed newspapers.” They get their news on the run, either from computers or smart phones. On line news has been available for a while, but the concept of a network of community online news sources is what sets the Patch group apart.

Patch is the concept of Tim Armstrong, who is now Chairman and CEO of AOL. At the start of his career, Armstrong co-founded and ran a newspaper based in Boston, Mass.

and later joined IDG, where he launched its first consumer Internet magazine, I-Way. Armstrong joined AOL in April 2009 from Google, where he oversaw the company's North American and Latin American advertising sales, marketing and operations teams as President of The Americas Operations. Armstrong and Huffington Post chief Arianna Huffington have finalized their integration plans and layoffs are on tap as the acquisition nears the finish line. AOL said it would get \$20 million in savings out of the Huffington Post acquisition. Armstrong said Patch's local platform will be critical to AOL going forward with its hyperlocal coverage.

The mission statement of patch.com on its website states:

“We’re a community-specific news and information platform dedicated to providing comprehensive and trusted local coverage for individual towns and communities.

We want to make your life better by giving you quick access to the information that’s most relevant to you. Patch makes it easy to:

- Keep up with news and events
- Look at photos and videos from around town
- Learn about local businesses
- Participate in discussions
- Submit your own announcements, photos, and reviews”

A popular expression lately is going viral, and the patch business model, which hires local news editors and writers like Jonathan to establish community based online news has taken off just as Armstrong predicted it would. Patch.com is the main domain of the parent company, and then the local community name precedes it in the web address. When Jonathan launched Malibu.Patch.com in December Patch had only 130 sites across the country. Now, only three months later, there are 800 Patch sites.

There is already an incredible amount of content on the Patch sites, including, Jonathan's Malibu.Patch.com. Besides the local news stories, calendars, entertainment, and blogs, there are directories of local businesses and service organizations, representatives of which are invited to add content and comment. Malibu Rotary of course is one of the local service organizations sited in Malibu.Patch.com, and Jonathan has invited posts from the club, and I have already uploaded some pictures and a newsletter.

Jonathan says he feels it is his position to stay neutral on local controversial news. The most popular news item seems to be the Malibu Lagoon Project. This is the project that calls for bulldozing about 10 acres of the lagoon and replant it to a more natural habitat. There are people strongly for and against this projects, and even while Jonathan was speaking, it appeared that on his computer screen, which was of course on the Malibu.Patch.com site, several new comments appeared in just a few minutes.

Where Patch may be of most use, is during emergency situations, like floods, slides, road closures. He updates these kind of events in very quickly, sometimes hourly. Jonathan said that people are always e-mailing him with news tips. Before posting things he always verifies reports with agencies that would handle the events in question, like the Sheriff's department.

Jonathan is editor and main contributor to Malibu.Patch.com and Dana Fineman is the main photographer, but there are contributions from 18 other people listed on the website, including one of the most important to keep it going—advertising sales, done by Dennis Karlin.

A regular feature that Jonathan created (and is probably unique to the Malibu patch) is Jonathan's "Five Things You Need to Know." It is a kind of calendar or to-do list of things that are happening in the city, that Jonathan thinks people may be interested in.

From what we have seen so, Jonathan's new endeavor seems like a real winner.

Other News and Guests from Last Malibu Rotary Club Meeting

Kevin Boling will be heading a Club assembly next week. Because of traffic he was unable to get to the meeting of March 30.

Guests

PDG **Tom Bos** of the Holland Michigan Rotary Club, **and regulars Maggie and Hubert Luckerath.**

Geoff Ortiz announced the next show at the Malibu Stage Company:

MALIBU STAGE COMPANY presents **Dick & Jerry Van Dyke** starring in Neil Simon's **THE SUNSHINE BOYS** running April 13 - 17th, 2011.

In their first "On Stage" appearance together, **Dick Van Dyke and brother Jerry Van Dyke** share the stage in this Neil Simon comedy. This is a **Special Engagement** and **will only run for 5 performances**, with a **gala fundraising performance on Saturday night April 16th, at 6PM that will include dinner and the show.**

This Neil Simon comedy, about a pair of vaudevillian actors who grew to hate one another and haven't spoken in years, and then must re-unite for a television special retrospective on their act, is one that both of the Van Dyke brothers have wanted to do for ages, and are particularly looking forward to.

Tickets for THE SUNSHINE BOYS are \$50.00

Saturday 6PM Dinner & Show are \$100.00

Showing Wed. Thurs. & Fri. at 8PM

Saturday Gala Fundraiser Dinner at 6PM and Show at 8PM

Sunday at 5PM

For Tickets: **Go to [Brown Paper Tickets](#) Or Call 310-589-1998 for reservations** or information,

or check our website at <http://www.malibustagecompany.org/id14> for ticket information.

Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund

Jim Dyer, District 5280 Disaster Relief Chair, sent the following message about what Rotary is doing through the Rotary Foundation in Japan's current emergency situation and how you can help.

The 9.0-magnitude earthquake, Japan's largest in history, caused a devastating tsunami that swept over northern coastal towns. At least 10,000 people are assumed dead, but government

officials say the death toll will rise. The emergency situation is still unfolding but what is clear is the immediate need for money to support relief efforts and shelter.

In response to this massive earthquake and tsunami, The Rotary Foundation has established the *Rotary Japan & Pacific Islands Disaster Recovery Fund*. Also, ShelterBox, a designated Global Rotary Club Project, had response team members on the ground within 24 hours after the earthquake, one of the first international aid agencies to arrive in Japan. The first deployment of ShelterBoxes, including the provision of emergency shelter, water purification and lifesaving supplies are on their way to Tokyo with more on stand by.

During this initial response period we are encouraging District 5280 Clubs, Rotarian's and friends to support one of the Rotary affiliated relief efforts or other recognized international relief organizations like the Red Cross.

- **Rotary Japan & Pacific Islands Disaster Recovery Fund** - Checks should be made payable to The Rotary Foundation - note on your check that the contribution should be used for the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund, #G10005. Please see the attached PDF with answers to frequently asked questions. The Foundation will begin accepting online in the coming days.
- **ShelterBox** - donations to ShelterBox USA can be made on their website at www.ShelterBoxUSA.org, or use the attached sponsorship form to mail in your donation. Be sure to note your club name and District 5280.

As relief efforts progress, we will establish direct contact with Rotarians in Japan. For more information, please contact Jim.Dyer@RotaryClubofSantaMonica.org

Jim Dyer

District 5280 Disaster Relief Chair

Frequently Asked Questions:

How do I make a contribution to support the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund?

Contributions designated to the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund may be made in the same fashion you normally contribute to The Rotary Foundation. Checks should be made payable to The Rotary Foundation (note on your check that the contribution should be used for the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund, #G10005).

The ability to make online contributions on the RI website is forthcoming.

How will contributions designated to the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund be used?

Rotarians in affected areas will identify and determine how best to help these communities recover after initial disaster relief efforts are completed. The funds contributed will not be used for immediate disaster relief but rather for recovery efforts. Contributions to the Fund will be made available to clubs and Districts in the affected areas for participation in Rotary Foundation Matching Grants and Global Grants. As with all Matching Grants and Global Grants projects, Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund grants will require Rotary clubs or districts in at least two countries (a partner outside of the project country and a partner within the project country) to work together to plan, implement, and complete the project. The projects must involve active personal Rotarian participation. As with all funds contributed to The Rotary Foundation, the Trustees will manage funds contributed to the fund.

Will I receive Paul Harris Fellow recognition for my contribution?

No. Contributions designated to the fund are not eligible for Paul Harris Fellow recognition.

Will my contribution count toward my club and district's total contribution goals?

Yes. Contributions designated to the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund will count toward club and district total contribution goals. However, contributions will not count toward club and district Annual Programs Fund goals.

Will my contribution be included in my total Foundation giving?

Yes. Your personal contribution will appear on your giving history and will apply toward major donor recognition.

Is there a minimum contribution amount?

No.

Can District Designated Fund (DDF) allocations go to the Rotary Japan and Pacific Islands 2011 Disaster Recovery Fund?

Yes. DDF can be used for recovery efforts relating to this fund. Please refer to the Rotary Japan and Pacific Islands 2011 Recovery Fund District Designated Funds form.

□ **Who should I contact with contribution questions?**

Questions may be directed to the Contact Center at 1-866-976-8279 or contact.center@rotary.org

□ **Where can I find more information on Rotary clubs' relief work in Japan and the Pacific Islands?**

Please contact relief@rotary.org for information on Rotary club and district relief efforts in Japan and the Pacific Islands

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers

Calendar

Malibu Rotary Club Speakers (all meetings at at 7:30 a.m in the Pepperdine University Fireside Room)

April 6 2011
Club Assembly

Apr 13 2011
Hal Walker, Jr.
"Computer Literacy Project, South Africa"

Apr 20 2011
Yvette Yurcisin
"Life as a Locations Manager"

Locations manager for the TNT show "Justified"