

# THE ROTARY BANNER

PLAY BALL EDITION

EAST ALTON ROTARY CLUB [WWW.EASTALTONROTARY.ORG](http://WWW.EASTALTONROTARY.ORG) CHARTERED OCT. 28, 1971 DISTRICT 6460

## ALL THE NEWS

LAST WEEK, JIM SCHRADER, THE PUBLISHER OF THE TELEGRAPH WAS ON HAND TO ANSWER ALL THE QUESTIONS WE COULD THROW AT HIM. JIM IS A NATIVE OF THE METRO AREA AND HAS SPENT THE LAST 30 YEARS IN NEWSPAPERS. HE HAS HELD HIS CURRENT POSITION SINCE 1998. RATHER THAN COME WITH A PREPARED SCRIPT HE PREFERRED THAT WE "SOUND OFF" TO HIM. NORMALLY A STORY IS WRITTEN BY A REPORTER WHO GIVES IT TO A COPY EDITOR FOR REVIEW AND FACT CHECKING. THE STORY IS THEN GIVEN TO ANOTHER EDITOR WHO REVIEWS IT AND GIVES IT A HEADLINE. JIM POINTED OUT THAT HEADLINE WRITING IS QUITE A SKILL AND, MORE OFTEN THAN NOT, PAPERS ARE SUED FOR LIBEL FOR A HEADLINE RATHER THAN THE BODY OF A STORY. IN A NUTSHELL, JIM DESCRIBES HIS JOB AS THE CEO OF THE PAPER. THE TELEGRAPH IS CURRENTLY OWNED BY FREEDOM COMMUNICATION OF IRVINE, CALIFORNIA. JIM IS A RELUCTANT FAN OF THE INTERNET BUT UNDERSTANDS THAT IT'S A MUST. HE SUGGESTED THAT ANY NEWSPAPER THAT SAYS IT MAKES MONEY ON THE INTERNET IS USING CREATIVE BOOKKEEPING. THE TELEGRAPH RECEIVES 1.6 MILLION PAGE VIEWS A MONTH. THAT'S GREAT, BUT DOES REQUIRE CONSTANT UPDATING BY A NEWSROOM STAFFER. AFTER PAGE 1, THE SECOND MOST VIEWED PAGE IS THE OBITs. THE ADVENT OF THE INTERNET MEANS THAT THE NEWSPAPER HAS LOST CASUAL SUBSCRIBERS, BUT HAS ALLOWED A GLOBAL ACCESS TO THE NEWSPAPER. JIM SUGGESTS THAT THE DEMISE OF NEWSPAPERS HAVE BEEN PREDICTED SINCE THE DAWN OF TELEVISION. HE SEES PAPERS BEING AROUND A LONG TIME, BUT PROBABLY WITH SHORTER STORIES THAT ARE LINKED TO ONLINE CONTENT. HE SPENT A FEW MINUTES REVIEWING THE HISTORY OF THE NEWSPAPER IMMEDIATELY FOLLOWING THE SALE BY THE COUSLEY FAMILY IN 1985. IT WAS AN INTERESTING TIME, INCLUDING FINANCING TIED WITH MICHAEL MILKEN. JIM POINTED OUT THAT THE ST. LOUIS POST-DISPATCH HAS THE DISTINCTION OF BEING THE ONLY NEWSPAPER IN A SINGLE METRO MARKET THAT DOES NOT HAVE 50% PENETRATION. HE EXPLAINED THE FEDERAL LAW THAT ALLOWED THE NEWHOUSE PUBLISHING HOUSE TO CLOSE THE GLOBE DEMOCRAT IN 1986 AND DRAW PROFITS FROM THE POST-DISPATCH UNTIL 2012. IT'S NOT LIKELY THAT ST. LOUIS WILL EVER SEE A SECOND DAILY PAPER. ON A LIGHTER NOTE, JIM IS IMPRESSED BY THE NUMBER OF CALLS THAT COME IN TO SOUND OFF AT 2 A.M. YOU CAN ALWAYS TELL WHO IS TRANSCRIBING THE CALLS BY THEIR BODY LANGUAGE. WE THANK JIM FOR TAKING THE TIME TO SHARE HIS

OCT. 2, 2008

OFFICERS  
PRESIDENT  
ROGER WERTS  
PRESIDENT-ELECT  
KEVIN STUBY  
SECRETARY  
LORI PALMER  
TREASURER  
CORY GALLIVAN

DIRECTORS  
CLUB SERVICE  
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VOCATIONAL SERVICE  
CHRIS HERZOG  
COMMUNITY SERVICE  
CHARLIE KUNZ  
INTERNATIONAL SERVICE  
ROD CROXFORD  
YOUTH EXCHANGE  
DAVE MILLER  
SERGEANT AT ARMS  
RICK HOOKS  
EDITOR  
RICK HOOKS

BIRTHDAYS  
DON BRANDT  
SEPT. 29TH

## THE SKINNY

--MARK S. REPORTS THAT THE CHILI SUPPER WAS A SUCCESS ON SEVERAL LEVELS. IT WAS OUR LARGEST GROSS AND NET SUPPER. WE SOLD OUT OF CHILI. WE HAD PLENTY OF HELP AND 75% MEMBER PARTICIPATION. OUR NET WILL BE AROUND \$1800.

--ROGER HAS THREATENED TO REMOVE THE 4-WAY TEST AND SEE IF WE KNOW IT BY HEART.

--PRODIGAL BOB RETURNED AND ASKED THE QUESTION, WILL IT BE FLAT OR ROUND. JOE AND ALLEN HAD A TOUGH TIME DECIDING. IT WAS NICE TO SEE BOB'S SMILIN' FACE.

--DAVE WAS A LITTLE LATE AFTER HIS DATE WITH THE BIG ZZZZZ'S

--ROGER MISSED THE CHILI SUPPER FOR A STEAK. SOUNDS LIKE A FINE. WAS PAUL IN D.C.?

--LORI REPORTED THAT WE HAD A \$20 MANIA WINNER, BUT MISSED A \$150 BECAUSE THE TICKET WAS UNSOLD.

--50-50 CHANCES WENT TO BOB AND ALLEN. A SIX IS NOT A JOKER.

## BOARD NOTES

(FROM THE 9-25 MEETING)

--OUR BANK BALANCE AT THE END OF AUGUST WAS \$4095. WE HAVE ABOUT \$1000 IN RECEIVABLES FROM MEMBERS. ROGER WILL FOLLOW UP.

--THE FOUNDATION BALANCE IS ABOUT \$93,700. THAT INCLUDES ABOUT \$4000 IN CASH THAT WILL BE USED TO PAY FOR SCHOLARSHIPS THAT ARE DUE. TWO SCHOLARSHIPS HAVE ALREADY BEEN PAID. DISCUSSION OF MOVING FUNDS FROM THE GENERAL ACCOUNT TO THE FOUNDATION WAS TABLED.

--GOLF WAS CANCELLED DUE TO THE LIMITED NUMBER OF PARTICIPANTS. AT A FUTURE DATE THE TOURNAMENT WILL BE EVALUATED AS TO ITS CONTINUING VIABILITY.

--THE RESIGNATION OF RANDY AND WAYNE WERE ACCEPTED. --SCHOLARSHIP INTERVIEWS WILL BE HELD IN A COUPLE OF WEEKS.

--ROD REPORTED THAT THERE ARE PARTNERSHIP PROJECTS IN 4 COUNTRIES THAT WE CAN PARTICIPATE IN. DETAILS ARE FORTHCOMING.

--OUR STEAK FRY WILL TAKE PLACE ON NOVEMBER 6TH AT THE CONOCO-PHILLIPS PROPERTY OF WANDA ROAD.

--LORI BRIEFED US ON A DICTIONARY PROJECT. THE ROTARY APPROVED PROJECT IS AIMED AT GIVING EACH THIRD GRADE A QUALITY DICTIONARY TO TAKE HOME. THERE IS A ROTARY GRANT THAT WE CAN APPLY FOR THAT WILL COVER OUR COSTS, WHICH WILL BE ABOUT \$800. THE PROJECT WILL GO FORWARD AFTER LORI HAS CONFERRED WITH SCHOOL OFFICIALS.

--A REQUEST TO ASSIST WITH FLOODING IN HENDERSON COUNTY WAS TABLED.

--ROGER WILL BE BRINGING SOME IDEAS FOR A COMMUNITY SERVICE PROJECT TO THE NEXT BOARD MEETING.

--WAYNE WILL NEED TO BE REPLACED ON THE FOUNDATION BOARD.



Today's word: burrito-Is Spanish for "little burro".

**HISTORY**

1535: Having landed in Quebec a month ago, Jacques Cartier reaches a town which he names Montreal.

1836: Charles Darwin returned from his voyage to the Pacific. It would be 23 years before he published Origin of Species.

1866: The tin can opened with a key was patented by J. Ostyerhondt of New York City.

1950: The "Peanuts" comic strip by Charles M. Schulz was published for the first time.

1959: "The Twilight Zone" made its debut on CBS television.

1964: Scientists announce findings that smoking can cause cancer.

1967: Thurgood Marshall, the first African-American Supreme Court justice, is sworn in.

1995: O.J. Simpson's jurors stunned the courtroom and the nation by reaching verdicts in the sensational eight-month murder trial in less than four hours.

1998: Hollywood's original singing cowboy and former owner of the Anaheim Angels, Gene Autry, died at age 91.

**SMILE**

Stupidity is not a handicap:Park elsewhere.  
Ham and eggs...a day's work for a chicken, a lifetime commitment for a pig.

RI president helps charter Korean American club

District 6440 has a new club, in part due to the recruiting prowess of RI President Dong Kurn Lee. Lee presented the club charter to the Rotary Club of Chicagoland Korean-Northbrook with District 6440 Governor Pamela Kerr on 22 August in Northbrook, Illinois. Attendees were asked to make a \$50 donation to Rotary's \$100 Million Challenge. About 175 people attended the charter night and the event raised \$6,000.

The club's 54 members are Korean American, and club business will mostly be conducted in Korean. But that is the beauty of Rotary, Lee told the charter night audience. "What matters in Rotary is not what language we speak, or where we come from, or how much English we remember from high school," Lee said. "What matters in Rotary is fellowship, friendship, and building bridges of goodwill." District leaders spoke with members of the Rotary Club of Korea Town-Los Angeles to get an idea of how a Korean club would fit into their district. "We think it will bring people into Rotary who would not have joined Rotary otherwise," says Mike Yesner, assistant governor coordinator for District 6440. Club president Sung Wun Kim says it is an honor to join Rotary during Lee's year as RI president and that Lee is an invaluable asset to the club. "I cannot really explain how much he has helped us," Kim says. "It's tremendous how much he is supporting us and encouraging us to do service work." Kim says the new club is getting organized, and members are getting to know each other. Eventually, the club hopes to do service projects in the Korean community, raise funds for polio eradication, and work with other clubs in the district on combined projects. Lee asked district governors to bring two new clubs into Rotary this year as part of his ambitious membership goals. The Rotary clubs of Northbrook, Skokie Valley, Evanston Lighthouse, and Korea Town-Los Angeles sponsored the new club.

EAST ALTON ROTARY CLUB  
POB 56  
EAST ALTON, IL. 62024-0056

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REQUESTED**

online make-up-www.rotaryclubone.org/

Want to add something to the banner?  
email [Rick-jrh415@hotmail.com](mailto:Rick-jrh415@hotmail.com)

CLUB ARCHIVES  
Oct. 3, 1996  
SIUE basketball head coach  
Jack Morgenthaler told us  
about his upcoming 5th  
season with the Cougars

"Always listen to experts.  
They'll tell you what can't  
be done and why. Then do  
it."-Robert Heinlein

FOUR WAY TEST

IS IT THE TRUTH?

IS IT FAIR TO ALL  
CONCERNED?

WILL IT BUILD  
GOODWILL AND  
BETTER  
FRIENDSHIPS?

WILL IT BE  
BENEFICIAL TO ALL  
CONCERNED?

**MAKE-UP OPPORTUNITIES**

MON. NOON-WOOD RIVER  
ST. JOHN'S UCC  
NOON-JERSEYVILLE  
REACE UNITED CHURCH  
6PM-ALTON-GODFREY  
MOONLIGHT  
TUE. NOON-COLLINSVILLE  
HOLIDAY INN  
NOON-GRANITE CITY  
NIEDRINGHAUS  
METHODIST  
NOON-HIGHLAND  
MICHAEL'S  
RESTAURANT  
WED. 6:30AM-BETHALTO  
SR CITIZENS CENTER  
NOON-GOSHEN  
LCCC CENTER-EDVILLE  
THU. NOON-EDWARDSVILLE  
FIRST CHRISTIAN