



Service Above Self

Rotary Club of Portland Maine

The Windjammer

Wednesday, February 16, 2011



Club Web Site

Editor: John Marr

If you have any comments or questions, email the editor.

Future Speakers

Feb 18 2011

Bob McKenzie, Kennebunk Police

*"Teen Drinking"***Feb 25 2011**

President Rick Snow

*"Club Assembly"***Mar 4 2011**

Cyrus Hagge

*"Rotary Foundation Meeting"***Mar 11 2011**

Victoria Rogers

*"5-2-1-0 Program"***Mar 18 2011**

Katy Foly Cary Cartwright

*"Jobs for Maine Graduates"***Mar 25 2011**

Robert Clark - Social Security Admin

"Social Security and You"

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THIS WEEK: "SURVIVOR BOB" CROWLEY!

by Erik Jorgensen

VALENTINES DAY PROGRAM - COME AND HEAR "SURVIVOR BOB" CROWLEY!



Here it is, our long-awaited Valentines Day program, where we'll be hearing from one of Maine's most noted TV Celebrities, "Survivor Bob" Crowley.

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Millions of people watched this former high school physics teacher, entomologist, lobsterman, archaeological explorer and negotiator ply his arsenal of skills over the course of a grueling stint in the jungles of Gabon. Each week, he bested competitors half his age en route to becoming the oldest-ever winner of the popular T V contest.

In an era when many people have extensive virtual abilities, Bob's mastery of real-life skills, from negotiation to physics, gave him the edge needed to claim the million dollar prize as the last person standing.

On Friday, we'll hear how he did it, and what he's been up to in the time since he returned from the Jungle. Bring your friends, bring potential members and spouses. to pack the house for what is sure to be a memorable program.

WOW!

by Jorgensen, Erik



Portland Museum of Art and a very public show of Support for Portland Rotary and Rotary International's Polio Eradication Effort!

Thank you, PMA, and George Crockett!

LAST WEEK: BILLIONS AND BILLIONS OF POLITICAL ADS.*by Erik Jorgensen*

"Opinions are like Body Parts - we all have some".

And that's how John Marr opened our program last week, as Portland Rotary welcomed Michael Franz, a professor of Government at Bowdoin College who came to discuss his specialty - how the dirty deeds get done in the world of political advertising. Has it ever seemed like in recent election years that political ads have grown to dominate all else on TV? Well, your perception is likely correct. Dr. Franz shared with us the story of explosive growth in political advertising in Maine and elsewhere in recent years.

Much more advertising has been happening in the Portland media market - double and sometimes three times what it was a decade ago. The Portland market is in fact, a very inexpensive market to buy media - one of the least expensive markets in the country, in fact, and this has helped increase the number of ads sold. It's also efficient: an ad in Portland will reach mostly voters who vote for politicians in our region.

This contrasts with other states where media markets run across political boundaries. New Jersey is, for example, the most inefficient place to run for office - no single state market -- meaning that candidates may need to buy ads in New York and Pennsylvania as well as New Jersey.

But there is a downside: while the cost per ad buy is very low here, the cost per voter is significantly higher. \$10 per resident spent on ads - whereas in NY, only about \$3/voter

But do the ads make a difference to anyone beyond the media? Less clear, but it seems that in most cases they do. The Citizens United decision by the Supreme Court last year freed up a huge pot of new money for third party ads in Maine and Elsewhere. In Maine about 25% of all ads in Governor race were aired by non candidate and non party groups.

What is the effect of these ads? In fact advertising has no significant effect on turnout, but research suggests that it does make people more informed. Does the advertising persuade voters? It can.

It appears that television ads for (and against) candidates and causes are not going to go away anytime soon, as they provide an essential tool in the campaign arsenal of any politician.

BITS AND PIECES

by Erik Jorgensen

BIG CHANGES ON THE WEBSITE

Have you seen? The Website has recently been redesigned - especially the home page, and it is more useful than ever. Your old passwords and login information still work, but there is better capability for the club to communicate and store information. If you have questions, ideas, requests, complaints, or need to vent about something relating to the site, see **Erik Jorgensen**.

WHERE'S THE QUEEN?

The big news of the week was non-news. **Ron Bennett** was just the latest victim of the ruthless Queen of Hearts. The pot continues to grow. With some luck, new money will swarm into the pot at the Valentines Day program, and it will grow even larger. There will be a winner, folks, someday! Keep buying those tickets.

ROTAPLAST: WHERE MIRACLES ARE COMMONPLACE

George Crockett spoke about the routine miracles of Rotaplast, and how this remarkable program is changing lives by changing faces (correcting cleft palates and lips) each year. He was hawking tickets to the Rotaplast Quilt Raffle, and urged all members to buy them, starting at \$5 for a chance at a beautiful quilt.

THE DIGESTION'S HARDLY OVER YET!

But the 2012 Pizza Bowl effort is already in gear and will be cranking up in earnest in September. Volunteers are already being sought. And **Loretta** reported that last Sunday for the 2011 Pizza Bowl about 220 people attended. Bernies, Flatbread, Joes, Otto's, Leonardo's, Pats, Portland Pie and Ricetta's generously provided pizza and time for the cause, and raised over \$2000 for Portland Rotary Charities and more than 150pounds of Food collected for the Salvation Army. Portland Pie Co. won the People's Choice Award and many other pies received prizes. For a full run-down on the event see our home page. Brava to Loretta for a marvelous job!

MARJORIE HONORED

Cyrus Hagge provided a Foundation minute, and delighted us in

presenting a second very well-deserved Paul Harris Fellowship to Marjorie Dawson.

KRIS'S KIDS NEED WORK - CAN YOU HELP?

Kris Rosado has two mentees who are eager to work for any employer in the Portland area.

1) PHS Senior on honor roll. Mother died in IRAQ after Desert Storm, and he and his father and brothers fled IRAQ to US. He is extremely bright, and eager to find any job that can help him start to save money for college, as well as contribute to the family income. Has own transportation. Honor roll student.

2) SMCC Freshman just granted political asylum after he and his brother and mother fled Rwanda 2 years ago. He is pursuing a dream to become a nurse, and he has already won two scholarships to pay for first 2 years of SMCC. Our club has already graciously given him \$500 for books, but that only covered this past semester. Willing to take any job so he can cover cost of additional books and lab fees , transportation costs, and contribute to family income. Honor roll student.

If anyone has or knows of a position, please let Kris know.

NEED A VACATION?

Larry Gross is helping the Ogunquit Rotary Club with their fundraising. The Ogunquit Club has an enticing limited entry raffle.

They are only selling 250 tickets at \$50 a piece with the first place prize being a one week stay at the beautiful Beachmere Inn on the ocean in Ogunquit. There are 2 second and third place prizes worth \$250. If you want to have a chance to win contact Les LaFond at 207-646-6601 or via email at llafond@maine.rr.com

UPCOMING EVENTS:

(if you have an or know of an upcoming event that is likely to be of interest to Portland Rotary Club members, please send the information along to John Marr at jmarr@memic.com)

February 20-26 - **Rotary's Polio Awareness Week.** Look at the sign on the Time & Temp building and see our message.

Tuesday, February 22 - **World Peace and Understanding Dinner**

Special guest RI President Ray Klinginsmith will be appearing at the Portland Airport Wyndham Hotel, 500 Maine Mall Road, South

Portland, ME. Tickets are \$43/person and will sell out fast!
Download registration form here:

<http://www.clubrunner.ca/Data/7780//HTML/113739//WorldPeaceRegistrationForm.pdf>

Sunday, February 27 - Rotary and Red Claws Basketball. Enjoy District fellow-ship and raise money for polio eradication at the Portland Expo.

THIS WEEK: WHO's DOING WHAT

by Elise Hodgkin

Registration	John Curran
Meal Ticket Sales	Richard Campbell
Buffet Table Tickets	Malcolm Collins
Greeter	Herbert Carmichael
Raffle	David Ciullo
Invocateur	Russell Burleigh
Music	Michelle Mitchell (<i>Russell Burleigh</i>)
Sgt at Arms - Early	Thomas Nickerson
Sgt at Arms - Late	R. Bowker